A SYNTHESIS OF POPULATION COMMUNICATION EXPERIENCE

PAPER 11

POPULATION FAMILY PLANNING MEDIA COMMUNICATIONS IN 25 COUNTRIES

William O’Neill Sweeney

ast-West Center
ast-West Communication Institute
THE EAST-WEST CENTER—officially known as the Center for Cultural and Technical Interchange Between East and West—is a national educational institution established in Hawaii by the U.S. Congress in 1960 to promote better relations and understanding between the United States and the nations of Asia and the Pacific through cooperative study, training, and research. The Center is administered by a public, nonprofit corporation whose international Board of Governors consists of distinguished scholars, business leaders, and public servants.

Each year more than 1,500 men and women from many nations and cultures participate in Center programs that seek cooperative solutions to problems of mutual consequence to East and West. Working with the Center’s multidisciplinary and multicultural staff, participants include visiting scholars and researchers; leaders and professionals from the academic, government, and business communities; and graduate degree students, most of whom are enrolled at the University of Hawaii. For each Center participant from the United States, two participants are sought from the Asian and Pacific area.

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THE EAST-WEST COMMUNICATION INSTITUTE concentrates on the role of communication in economic and social development and in the sharing of knowledge across cultural barriers. The Institute awards scholarships for graduate study in communication and related disciplines, primarily at the University of Hawaii; conducts a variety of professional development projects for communication workers in specialized fields of economic and social development; invites Fellows and visiting scholars to the Center for study and research in communication and to help design projects; offers Jefferson Fellowships for Asian, Pacific, and U.S. journalists for a semester at the Center and the University of Hawaii; conducts and assists in designing and carrying out research; arranges conferences and seminars relating to significant topics in communication; assembles relevant communication materials with emphasis on Asian and Pacific material and makes these available for students, scholars, and practitioners at the Center and elsewhere; and publishes papers, reports, newsletters, and other materials emanating from the above activities.
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ABSTRACT

This report presents data on six media and their use in population/family planning information campaigns: telephone, mailings, newspapers, film, radio, and television.

The report is based on a selection of available materials from 25 countries. Reports of programs were included if they had explicit objectives and an action component, if they measured the effects of action against objectives.
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SERIES PREFACE

In 1970, the East-West Communication Institute undertook to develop and carry out a special program, involving numerous activities in the area of population and family planning communication under a major institution building grant from the United States Agency for International Development (USAID). Its activities for the past six years have included research; the development of innovative professional development activities for family planning communication specialists; international conferences and workshops; a variety of information sharing activities and services; and a large publications program that has produced: a population/family planning communication newsletter, research case studies, conference reports, an inventory of family planning communication activities and needs in 20 countries, a series of reports on donor and technical assistance agencies in the field, reference tools on sources of population information and materials, and 12 modules for family planning communication training.

As a final activity in its six-year program in population communication, the Institute has undertaken to publish a series of 11 papers which summarize developments in population communication over the last several years. The Synthesis Papers, as they have come to be called, cover the various public-oriented components of population/family planning communication programs--formal, in-school population education; education for adults and out-of-school youth; public information activities; use of mass media; and field extension programs--as well as the organizational and administrative concerns of national family planning programs including training for family planning communication personnel; the operation and strategies of family planning programs; the conduct and utilization of program-related research; professional and technical information services in support of population activities; and the integration of family planning with other development sectors. In addition, two of the papers survey the international and regional activities that have
had a significant impact on the overall development of national family planning programs and activities: technical and economic assistance, and meetings and conferences.

The papers are written by experts in the field—people who have had close personal involvement with the development and evolution of national and international programs over the years. In these papers, the authors have attempted to address several major questions: How have population communication programs developed? What has been accomplished? What has been learned? What do past experiences suggest for future efforts?

The Synthesis of Population Communication Experience Project was planned and initiated by Dr. Robert P. Worrall, who directed the East-West Communication Institute's activities in population communication from the beginning of the program in 1970 until he left in July 1976 to become Vice President of the Population Reference Bureau. Under his leadership, the Institute established contact with people in 133 countries and territories and involved in its programs more than 500 middle- and upper-level specialists in information, education, and communication.

Mr. Lyle Saunders, former Ford Foundation Program Officer in Population was a Visiting Researcher at the Institute from November 1975 to November 1976. During that year he was closely involved in the planning and implementation of the project. He has continued to serve as special advisor and consultant to the project, and has been one of the two substantive editors of the Synthesis Papers.

Dr. James R. Echols, former President of the Population Reference Bureau and now Population Communication Consultant to several organizations, has also served as Project consultant and as the other substantive editor for the papers.

Barbara Yount, Writer/Editor of the Institute's IEC Newsletter, which under her editorship grew from a 4-page to a 28-page quarterly newsletter reaching 8,000 people, has been general editor of the series.

Millicent Sanchez assisted the general editor with the copyediting and the seemingly never-ending bibliographic work such a project requires.
Kay Garrett, EWCI Publications Officer, has been responsible for the design, production, and distribution of the series.

Alison Miura, Karen Katayama, and Roberta Morgan typeset the papers; Jill McEdward and Louise Good cheerfully helped with the volume of proofreading.

Shana Hurst has served as Secretary to the Project since 1975 and has taken care of a million necessary details.

To all of these people, including the writers themselves, I owe an immense debt of gratitude for their time, effort, and dedication to the Synthesis Project.

Elizabeth Buck
Assistant Director for
AID Activities
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This paper was edited by Brenda J. Vumbaco.
CHAPTER 1

Introduction

This monograph presents data on six media and their use in population/family planning information campaigns: film, mailings, newspaper, radio, telephone, and television. These media were chosen because of their relative importance in media communications and because sufficient information was available for review from program reports, research documents and conference papers.

The six media represent only part of the communications picture in population/family planning programs. There are two major communications components in such programs: media communications and personal communications. Media communications can be organized into two general categories: print and audiovisual. Print includes newspapers, magazines, outdoor advertising, posters and car cards, point-of-sale materials, exhibitions, and other printed materials. Audiovisual communications include fairs and festivals, film, radio, and television.

This paper only marginally compares media. It is not intended as an analysis of research findings only, or as a how-to-do-it document. Rather, this report is a state-of-the-art paper based on written materials directed to informing the reader of what is known about the use of these six media in population/family planning programs.

The report is based on a selection of available materials from Bangladesh, Colombia, Costa Rica, Dominican Republic, El Salvador, Ghana, Greenland, Honduras, Hong Kong, India, Indonesia, Iran, Jamaica, Japan, Kenya, Korea, Morocco, Nigeria, Pakistan, Philippines, Scotland, Sri Lanka, Taiwan, Thailand, and the USA. Reports of programs were used if they had explicit objectives and an action component, and if they measured the effects of action against objectives. Many documents were
rejected because of some kind of inadequacy, such as lack of data related to evaluation of a program. But, in some cases a report was included because of its inadequacy, in order to make a point, or if common sense dictated its validity.

This paper has two main sections. Chapter 2 summarizes, provides an overview of the six media. Information is presented about media used in combination—multimedia—and about each of six media. Data are synthesized and conclusions presented. Chapter 3 is structured by country, alphabetically; information about media is included alphabetically.
CHAPTER 2
An Overview of Single Media and Multimedia Use

Family planning programs have used media singly and in combination—multimedia. This section first reviews the multimedia campaign use and then discusses individual media; country reviews of media use are presented in Chapter 3.

Multimedia campaigns have been studied in 15 countries. Not surprisingly, due to the intensity of such campaigns, media are identified as important sources of information about family planning. The more specific the program objectives are and the more intense the campaign, the better the results achieved. Campaigns designed to sell contraceptives, with media support, have consistently achieved positive results.

Most of the campaigns are easy to identify and learn from because they have clear-cut beginnings and endings. Some of the campaigns are directly tied to sales of contraceptives making possible an evaluation of results. On the other hand, some reported activities extend over considerable time periods; these are more difficult to identify as campaigns and to directly relate to increased contraceptive acceptance.

There are three types of campaigns used in family planning programs: public information, or media campaigns; commercial distribution of contraceptives' projects with media support; and intensive campaigns for the acceptance of permanent contraceptive methods.

Public information campaigns have been cited in several countries as contributing to increased awareness of family planning programs and services.

Distribution projects with media support, i.e., projects incorporating marketing programs that rely heavily on mass media
and point-of-sale materials, reported significant increases in contraceptive sales according to reports from four countries - India, Indonesia, Sri Lanka, and Kenya.

Intensive programs for the acceptance of permanent contraceptive methods - creating acceptance of vasectomy as a legitimate form of contraception at the community level - appear to be a prime reason for the success of two projects in India - one in Ernakulam (34, 36, 89) and another in Gujarat (34). Experimental programs were developed based on the notion of a large-scale vasectomy camp where thousands of operations could be performed in a fairly efficient manner during a short time. Appropriate local media were used.

In Chapter 3, each campaign is described in terms of the character of the project, research design, if any, intended results, measurements used, and reported results. In some cases reports are included that dispute the findings.

A brief discussion of the advantages and disadvantages of the six media selected for discussion in this paper, and some conclusions drawn from their use in countries included in this report follow. Specific details about individual and multimedia programs may be found in Chapter 3.

FILM

The volume of film materials in the population/family planning area is considerable, and yet there is a surprising paucity of solid research material about their quality, distribution, and effectiveness.

As a medium, film has many advantages, including the impact of a full audio and visual presentation; the capacity to present humor, drama, and indeed any visual capable of being filmed; and the capacity to present a large amount of information in a relatively short time period. The film maker can control content and enhance its presentation in a variety of ways.

Among film's disadvantages are the need for electrical power and a projector, and at times high production costs. A
single slide or set of slides, a filmstrip, or a short film can be made for a relatively modest investment. Color increases costs and in some countries color work must be sent abroad. A full-length color film of commercial entertainment quality is relatively expensive. To the extent that such a film can be distributed through commercial channels, a wide audience can be expected. Films not produced for the commercial market which rely upon individual showings by public or private agencies may have limited audience exposure.

There are at least four broad categories of film: (1) the primary motivational film which may use local settings, performers, and situations to make optimum use of local identification to influence viewers to adopt a positive attitude toward family planning and to practice contraception, or it may be a professionally-acted, theatrically-aimed story film with the same purpose; (2) the broad-sweep philosophic film which is designed to be shown at public gatherings or on television for the purpose of bringing population issues to the attention of opinion-makers and political leaders; (3) the information film which should be addressed to an audience at the lowest literacy and socioeconomic levels to convey simple factual information - for example, a description of contraceptive methods and their characteristics and sources of family planning services; and (4) the instructional film which is designed to teach a selected target audience of colleagues or students a specific concept - for example, a particular medical or surgical procedure.

Film materials can be produced as a single frame or slide, as a series of slides in strip form, and as moving pictures varying in length from a few seconds to a full-length feature. In most countries of the world there is a commercial film system providing entertainment and information for money. Time for the showing of a slide, a filmstrip, or a short moving picture film can be purchased. Commercial theater showings are the easiest for program people to use.

Ten film studies and reports are discussed in Chapter 3: seven from Asia, two from Africa, and one from Latin America. Slides were used in three studies, short moving picture spots in three studies, and full-length feature films in two studies. Some of the conclusions drawn from these reports include:
1. Large numbers of people attend the movies (Hong Kong, Iran, Philippines, Taiwan).

2. Moviegoers are largely urban and middle-class (India).

3. Film is useful in reaching young couples and the unmarried (Taiwan).

4. Full-length, professionally made, color films with a population/family planning awareness message can compete in the commercial market, attracting a substantial paying audience (Philippines).

5. Studies of audience recall of films and film messages show 8 percent recall in Taiwan, 15-24 percent in India, and 8 percent in Iran. An Iranian post-campaign survey showed that those interviewed who had been to the movies within the preceding 90 days had a very high recall of a filmstrip and its contraceptive message.

6. Where rural audiences are not accustomed to seeing film, the equipment may attract more attention than the film messages (Nigeria).

Film is a major medium and a compelling one. It can present good, solid information and prove excellent for a given audience. But, since a variety of problems may arise in film use—for example, lack of properly trained technical staff or inadequate projection facilities and equipment—film projects should always include solidly based plans for training personnel, providing sufficient production funds, and for distributing and screening the final product.

MAILINGS

A country's postal service represents the channel for this medium—mailings. One assumes a capacity to prepare the mailing pieces for distribution through the system.

Mailings provide an opportunity to distribute a specific controlled message on paper which can be read at leisure and can be referred to subsequently. Various kinds of information, such as contraceptive offers, can be included in a mailing piece.

Nineteen studies were reviewed: 14 from Asia, including ten from Taiwan; four from the USA; and one from Latin America.
At least half the studies were based on urban mailings; a few discussed mailings to rural audiences or compared mailings to urban and rural audiences.

The studies concluded that:

1. The contraceptive acceptance rate was only minimally affected by the use of letters (Taiwan). However, the report of the study indicates that the message was rather general and a higher acceptance rate might have been achieved had the message been specific.

2. Mailings that offered free contraceptives, particularly the IUD, had return rates of 0.9-4.0 percent (Taiwan).

3. Projects concerned primarily with the increase of knowledge and the diffusion of information and which offered family planning materials to the recipient of a mailing showed a good return rate and concluded that the mailings acted as a diffusion catalyst (USA).

4. An offer by mail of a free IUD insertion to postpartum women had a higher percentage of return (12 percent) than the normal rate of program acceptance by postpartum women (5.3 percent) (Korea).

Sufficient evidence exists to conclude that mailings which offer free contraceptive services or supplies can result in better than a 4 percent response.

NEWSPAPERS

In recent years family planning organizations have used newspapers in a variety of ways: as a medium for family planning stories placed through public relations methods, for advertisements ranging from a few lines in classified sections to full-page ads, and in advertising campaigns to support the commercial distribution of contraceptives.

The advantages of newspapers are that they are highly visible media, often are considered authoritative, have a predetermined audience based on circulation patterns, often reach large audiences, and even have secondary readership. The only work required is either to place a story in the general news or editorial
section or to buy advertising. In effect, it is a relatively easy medium to use. Its disadvantages include lack of editorial control over stories and advertising costs. Newspapers also require a literate audience.

Of the 22 reports about newspapers surveyed, more than half of them are from Asia (India, Iran, Japan, Korea, Sri Lanka, Taiwan, and Thailand), with the balance from Africa and the Western Hemisphere. The studies are also quite disparate. Many attempt to look at newspapers as a source of information. A number of small studies look at such things as the usefulness of seminars for journalists and the implications of newspaper articles for program policy purposes which are insightful but in no way can be used to make generalizations. Regrettably many of the studies have little or no evaluative data; this is true in countries that have had major campaigns (Ghana, Jamaica, and USA). The data, thus, imply a need for program people to build in evaluative mechanisms for campaigns using newspapers. Nonetheless, there are some trends in newspaper usage which these reports reflect, for example:

1. Advertisements that offer materials or contraceptives are sufficiently successful to warrant continuing programs (India, Sri Lanka, Taiwan).

2. In one case, there is evidence of increased clinic attendance after heavy use of newspapers in a campaign (Ghana) and a fairly high recall of press advertisements after a campaign (Nigeria). On the other hand, press advertisements resulted in low recall of family planning information in a number of countries and studies (India, Iran, and USA).

3. A considerable number of studies examined newspapers as a source of information (India, Iran, and Korea). Newspapers did not rank particularly high. However, there was a correlation between urbanization and socioeconomic status and higher newspaper readership (Korea). Also, men identified newspapers as a source of information more than women (India, Sri Lanka, and Taiwan).
Among the first media used in family planning, radio is especially important because of its capacity to reach over great geographical distances and to convey information to illiterate people. Electricity is not required and battery-operated radios are apparently in widespread use. Radio production is inexpensive in relationship to the other "big" media and most importantly, audio material reaches non-print-literate people - more than 80 percent of the world's population. Organizationally, radio is either privately owned or state controlled. Generally the privately owned organizations accept commercial advertising; some state companies do as well.

Some of radio's problems include clutter, many stations broadcasting in a single area, and audience comprehension. Comprehension may be a particular problem for state broadcasting corporations; the reason for this may be that print-literate, middle-class staff prepare messages for illiterate people without sufficient knowledge of how to reach this group.

Reports and research findings, discussed later in Chapter 3, come from 15 countries: in Asia - Bangladesh, India, Korea, Pakistan, and Taiwan; in Africa - Nigeria and Kenya; in Latin America - Colombia, Costa Rica, the Dominican Republic, El Salvador, and Honduras; in the Middle East - Morocco and Iran; and the USA.

Both the use of radio and the kinds of experimentation are quite varied and are concerned with urban and rural audiences. Probably the best experimentation with radio has occurred in Latin America. On that continent family planning radio campaigns have been widespread. Family planning information has been woven into the broader fabric of human sexuality for radio programs in Costa Rica, the Dominican Republic, and Colombia. Findings from the reports and studies conclude that:

1. Radio is a first source of information according to studies in Honduras, Iran, Kenya, Korea, and Taiwan; a Colombian study identifies it as a second source of information.
2. Audience characteristics include: group listening (Bangladesh); a higher percentage of young women listeners (Korea); a significant pass-along of information from radio listeners to nonlisteners (India); and an important medium for a male audience (Nigeria).

3. Data in studies show 50-80 percent recall of information or messages in the USA, 36 percent in Nigeria, 69 percent in a survey of people who attended family planning clinics in Pakistan, and a high recall of information in El Salvador.

4. Radio is identified as an effective or most effective source of information (Kenya and Honduras).

5. Radio has increased contraceptive acceptance (Colombia, Costa Rica, and Dominican Republic).

6. Radio has little impact on poor women in an urban area (Morocco).

TELEPHONE

In the late 1960s Wilder developed a list of media that attempted to be rather exhaustive and included 84 media (106). The telephone was not among them. Some media specialists continue to challenge the appropriateness of including the telephone in a media list. The studies reported on here, however, provide strong support for including the telephone in such a list.

As in the case of most media, the telephone is limited by its inherent characteristics. The intended audience must have telephones. In much of the developing world this suggests sufficient income to install and maintain a telephone. It also suggests an urban environment.

Telephone conversations have obvious advantages including anonymity, the capacity for an exchange of information and ideas, and an opportunity to provide solid information about contraceptive services, their availability, and the myriad issues surrounding family planning.

The data reported here are from three Southeast Asian countries and the USA. All four programs are urban, and conclusions drawn from the data should be seen in this context.
The studies and reports found that:

1. A telephone program requires a central answering service and one or more direct telephone lines (all countries).
2. A media support campaign publicizing the service is required (all countries).
3. The telephone is an inexpensive and effective means of providing family planning information, counseling on related matters, and making referrals for services (USA).
4. Most callers using the service were young, unmarried, and female. The exception was Korea where more than half the callers were male.
5. The greater the intensity of the publicity campaign, the higher the number of calls received (Korea, Philippines, and Taiwan).

TELEVISION

The newest of the major media is television. Less than 50 years old, television has expanded rapidly, at least geographically. A survey of 125 countries shows that 81 (65 percent) have television systems (95). As expected, television reaches more people in developed countries; there are many more hours of broadcasting and fewer than five viewers per set. The situation is reversed in much of the developing world where broadcast time is limited and the number of viewers per set is substantially higher.

Television's greatest advantage is that it is a home medium. From a central broadcast point information can be sent to villages, town halls, homes - wherever television sets can be placed. Television is a medium which can use any form of presentation: live shows, film, sound, visuals. Whatever can be broadcast audio- visually can be included on television. And, of course, materials can be prepared on videotape and broadcast repeatedly.

Television has disadvantages similar to film. Electricity is required, sets are expensive, and production costs are high. There is, however, one major difference. Television uses videotape which is a magnetic tape. A production can be shot, edited, stored, and
used repeatedly. When the production is no longer needed, the tape can be erased and used again. Whether in black and white or color, production can be shot and viewed immediately afterwards.

Data from only three countries—Korea, Taiwan, and the USA—were used in this report. This is somewhat surprising because as early as 1967 it was reported that family planning materials were televised in Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Pakistan, Philippines, Singapore, and Taiwan (22). In recent years television has been used for family planning purposes in Ghana, Jamaica, El Salvador, Mexico, Canada, and the USA. While it is known that television is used in other countries, very little reporting has been done on television as a medium in family planning activities, and what has been done is largely minimal.

From the materials included in this paper, the following conclusions may be drawn:

1. In Korea television is a significant source of information for both urban and rural audiences. In a recent study more than 25 percent of women surveyed cited television as a source of information. One study also showed that television was a more important source for women than for men.

2. On Taiwan television plays a major role in the multimedia campaign of that country’s family planning program. For example, in 1974, 34 percent of its media budget was allocated to television.

Data from Taiwan also show that the impact of television on that island has been substantial in a short period of time. The number of sets has increased rapidly and the personal and dominant audiovisual characteristics of television have made it a major medium.

3. The USA is a television culture. One study showed that television spots increased clinic attendance. The study also indicated that an informational spot produced three times as many responses as a testimonial spot.

While no generalizations can be made from these data, program people should be conscious of the growth of television in their country and its potential for reaching family planning audiences.
Some Conclusions

Communications studies very often attempt to rank media. Analyses are presented which show why one medium is found more acceptable than another. Such studies often are focusing on media rather than on the broader question of communication. The principal questions that should be asked are who is the audience and what is the message? The audience must be seen within a cultural context and the messages must be appropriate in terms of audience comprehension. Communicators are then faced with a number of strategy issues such as how often should a message be disseminated and in what form? Only at this point can the proper medium or combination of media be chosen.

Frequently, efforts are made to assign media as most appropriate to certain kinds of audiences. To some extent this is understandable. Radio is obviously a better medium than newspapers for non-print-literate people. But the broader question again is not which medium, but rather what audience and what message?

Hundreds of studies, project reports, and other documents were reviewed in preparation for this report. A very high percentage of the material could not be used. Reasons for this include: some work was all methodology and lacked common sense; some work was all activity-related with no thought to evaluation; some studies with carefully stated objectives and results were presented without attention to the stated objectives; and some projects had invested considerable money in programming but almost no funds in evaluation.

Many of the studies and projects referred to here were carried out in the 1960s and the early 1970s. A relatively small number of them are current. Why? Possibilities include the
time lag in getting projects and studies into the international literature, lack of reporting by program people, or lack of communications program work at the present time. Probably all of these in some degree contribute to the lack of current studies in the international literature. It is also likely that much of the best communications research being done at the present time is minimal, discrete, and does not go beyond program level reporting.

Data on cost-effectiveness are largely unavailable in the international literature, thus presenting a serious gap in needed program information. While cost-effectiveness figures do appear from time to time, generally it is not clear what costs were included nor is there any attempt to relate these cost-benefit figures to those of other activities.

In using the material presented here, care must be taken with generalizations. There are certainly sufficient data on the ten mailings on Taiwan (see Chapter 3) to draw some conclusions about the success of that program. And to the extent that the program has characteristics similar to another country, generalizations can be useful. A considerable number of reports on the use of radio in Latin America is discussed. Many of them show success including behavioral change. Consideration can be given to generalizing from these data for other countries in Latin America. In most areas, however, more research is required before conclusions can be drawn as to the real effectiveness of a particular medium for a specific audience and a specific message.

One significant conclusion that did emerge from the research is that media campaigns are most effective if they are coordinated with family planning services. The more successful projects described in this paper are those that make a conscious effort to inform the audience about available resources, including contraception. There is little purpose to a media program that increases awareness and knowledge of family planning if at the same time family planning services are not readily available.

At the same time, another—less positive—conclusion may be drawn from the information available at the present time. That is, there is not one country in the world that has in operation a continuous, systematic communications campaign that involves substantial use of media communications, personal communications, and
evaluative research. Therefore, it seems appropriate to recommend that family planning programs - and particularly national family planning programs - involve the design and maintenance of communications activities, particularly in support of services, that are planned as ongoing programs with stated objectives, defined and practical action components, and solidly based evaluation designs which can provide program direction and modification as needed.
CHAPTER 3

Media Use in 25 Countries

Data on the utilization of film, mailings, newspapers, radio, telephone, and television - either singly or in combination - in 25 countries are reviewed in this Chapter. The countries are listed alphabetically, and also the particular medium or media used.

BANGLADESH

Radio. A 1967 radio survey assessed the role of radio as a disseminator of information in rural areas of Bangladesh and determined listeners' preferences and attitudes. Results showed that most males listened to the radio in a group and that this practice was less prevalent among females (110).

COLOMBIA

Mailings. A mailing program in Colombia, aimed at motivating women to attend clinics of Profamilia - a private family planning association - and generating requests for a family planning booklet, began in 1973 (71). Lists were drawn from the telephone directories of four cities - Bogotá, Bucaramanga, Barranquilla, and Medellin - and 116,000 letters were mailed to an equal number of male and female recipients. A coupon, which offered either a free clinic visit or a booklet about family planning, was included. The mailing produced 5,238 (4.5 percent) requests for booklets and prompted 1,693 (1.4 percent) requests for free clinic visits. Of particular interest, especially in Latin America where it is often presumed that family planning is a female concern, was the fact that booklet requests came from 2,855 males, compared with 2,383 females.
Radio. Colombia has one of the most extensive radio education systems in the world. Acción Cultural Popular (ACPO), in existence for more than 25 years, operates Colombia’s largest network which includes radio study groups intended to reach the small farmer and provide him with a basic education (27). The radio school is the core element of the program with courses broadcast over ACPO’s station, Radio Sutatenza; courses are in five main areas of basic education that include health and related subjects.

Topics related to family planning have been included in the overall program since 1973. Radio Sutatenza broadcasts a 40-hour course in family planning which is roughly the equivalent of two to four years of primary schooling in terms of knowledge and attitude gains. Clinic attendance has increased since the radio campaign began.

Favorable effects of a Colombian radio campaign on clinic acceptance levels for a 36-month period, July 1969–June 1972, were reported by Bailey. Earlier studies, he added, demonstrated that this radio campaign had increased awareness of family planning and knowledge of clinic locations (5).

This study considered the effect of the radio campaigns on initial acceptance of family planning at private family planning association clinics, with data from 16 clinics operating during the campaign. In mid-1972, these clinics accounted for 64 percent of all new family planning acceptors:

The majority found out from friends, neighbors, and relatives (the informal communication network). During the periods of the radio campaigns (the second semester) radio was usually the second most important source, with health institutions the third. During the periods when there were no radio announcements, health institutions were the second most important source and radio the third.

...perhaps the most important finding...is that the total number of acceptors (all sources) shows a substantial increase in both 1971 and 1972. This indicates that the initiation of the radio campaign was associated with an increase in the number of acceptors in the 16 clinics. Also, the average number of monthly acceptors each year tended to be lower after the radio campaign than during the
campaign. This suggests that the radio campaign had the effect of increasing the number of women who came to the clinics. (5)

Stycos subsequently reviewed the Colombian data and challenged Bailey's conclusions:

... he has overestimated the number of unexpected new acceptors by at least 100 percent. Secondly, by using figures for all 16 clinics combined, he conceals the fact that the campaign had little or no effect in most of the cities. (91)

After his reanalysis Stycos concluded:

The radio campaign reached most of the urban target population and its message was understood by most of those it reached. The campaign probably helped to legitimatize family planning.... In most cities the campaign had no apparent influence on the number of new acceptors in Profamilia clinics, but in a few it had a modest influence (91)

**COSTA RICA**

Radio. Sex education information, broadcast daily over Costa Rica's national radio network during morning and evening prime listening time, has generated over 14,000 letters from listeners. About 60 percent are requests for booklets. The broadcasts are produced by the Centro de Orientación Familiar (COF), a private church-related organization created in 1968 to provide integrated sexual education as an essential basis for responsible parenthood.

The COF is responsible for informal, out-of-school sex education through various mechanisms including a daily radio program, "Dialogo," which is now the central element of COF's program (27). An estimated half million people listened during 1973 and some school teachers used it for in-school sex education classes. The range of topics includes reproduction, contraceptive methods, stages in sexual development, and the role of the family within the community.
DOMINICAN REPUBLIC

Radio. In the Dominican Republic, El-Bushra and Perl reported an increase in the awareness and practice of family planning as a direct result of the Radio School for Family Education, established in 1973 (27). Five days a week prime time programs lasting one hour are broadcast to rural areas and 30-minute programs to the country's two largest cities. Airtime bought from ten commercial stations reaches about 75 percent of the country's population. Subjects of the programs include family planning, nutrition, sex education, and child care. An estimated 125,000 people listen each day, 70 percent in rural areas.

A follow-up survey by Marino on a radio campaign in Montecristi and San Jose de Ochoa in 1970 showed increases in the percentage of women who heard the family planning message, could identify clinic locations, and could explain correctly the meaning of family planning (93). During the campaign one city received 30 one-minute spot announcements per day and the other, 10. A survey before the campaign showed that knowledge of family planning and availability of services was already high: 53 percent in one city and 81 percent in the other knew the correct location of a family planning clinic.

Marino reported that, based on survey findings and clinic records, the radio campaign was successful. Clinic records demonstrated that a significant increase in new acceptors occurred immediately after the campaign. The radio campaign was also successful in creating awareness of clinic locations, in increasing perception that it is easy to receive attention at the clinic, and in defining family planning. There was also evidence that radio may be a particularly effective information channel for younger women and for childless women (93).

EL SALVADOR

Campaign. The private family planning association of El Salvador began a communications campaign in 1969 to inform a primarily urban public of the meaning of responsible parenthood, to motivate them to obtain information about family planning, and to influence opinion leaders - particularly those in government and
communications. The campaign emphasized radio, but television and newspapers were also used (104).

Campaign strategy aimed to move from messages about responsible parenthood, to family planning, to the promotion of services, and then to the theme that pregnancies need not be inevitable. Since more than 92 percent of the urban population became aware of the campaign and its messages, the campaign was considered a success. Velarde reported that rural area inhabitants are aware that family planning services exist in the country (104).

Newspapers. The press has been a major component of the intermittent mass media program in El Salvador. Campaign strategy involved addressing the business and government leadership with messages concerning problems of population and the role of family planning and sex education in the country's social and economic development. Velarde estimated that more than 92 percent of the urban population was aware of the newspaper campaign, and speculated that a large portion of the rural population now has some idea of available family planning services (104).

Radio. El Salvador's private family planning association began a public information campaign in 1969 with an intensive media promotion referred to as the Pater campaign and based on the theme of responsible parenthood and of having only the number of children you can support. During a 3-month period radio, television, the press, and printed materials were used, with heavy emphasis on radio (63).

In 1970, a survey of the attitudes of household heads toward sex education took place. The survey included questions about the communications campaign. Some 1,000 heads of households were interviewed; the sample was fairly middle-class and urban. Findings indicated that 62 percent of the sample had been exposed to the 1969 media campaign and 30 percent to the 1970 radio programs. It also found that a new family planning slogan introduced during the campaign was most identified with radio.

In reporting to a seminar of IPPF communications directors, Velarde discussed the development of the Pater campaign in the early 1970s (104). In 1969, the principal objective was to create awareness and appeal to family planning responsibility. In 1970
the campaign focused specifically on the idea of family planning and having the number of children you can care for. In 1971 the campaign talked about contraceptives and promoted services. In 1972 and 1973 the campaign focused on the theme, "pregnancies don't have to be inevitable." After identifying the audiences which were judged most appropriate for family planning program activities, Velarde stated that primary importance was given to radio messages to insure maximum exposure. No further evaluation of the campaign was done after the rather tangential one in 1970, and the campaign continued through 1973.

GHANA

Campaign. In 1970 the newly established national family planning agency of Ghana launched a nationwide public information campaign (13). Three public information campaigns were planned. Each had a separate objective: awareness, motivation, and contraceptive use.

The awareness campaign was directed primarily to an educated, urban audience (Ghana is 30 percent urban). The motivation campaign followed and urged people to practice family planning. The contraceptive campaign, launched in mid-July, supported the sale of condoms and foams through commercial channels and legitimatized the subject of contraception to the general public.

Media for the awareness campaign included radio, television, newspapers, and outdoor billboards. Public relations work supported media activities both in the capital city and in regional areas.

The awareness campaign produced positive results, and the general impression was that a favorable climate for public discussion of family planning had been created and that an excellent vehicle for the launching of the awareness campaign had been developed (13). The average number of new acceptors during the awareness campaign was 37 percent higher than the average for 1970-1971. The increase in new acceptors during the 3-month period occurred in all regions of the country.

The contraceptive campaign was halted for a short period and media use suspended due to sensitivity over the messages.
employed in the campaign. When the media campaign was subse-
quently reinstated, the publicity level decreased.

Carlson concluded that "while not all major campaigns were
launched or sustained as planned, the public information activities
carried out in mid-1971 did succeed in getting the subject of family
planning before the public eye and did have a positive effect on
clinic attendance..." (13).

Newspapers. The first national family planning campaign in
1971, directed primarily to an elite, educated, urban audience, pro-
duced evidence that it helped to increase clinic attendance (60). The
campaign used radio, television, outdoor advertising, point-of-sale
materials, and the press extensively. In six major urban areas, the
press reached 70 percent of the respondents. Newspapers were seen
by all educated people, but only by 14 percent of illiterates. Two days
after the first ad appeared in a major Accra newspaper, six consecu-
tive right-hand ad pages on family planning appeared. No campaign
in Ghana had ever been this intense and probably no advertising cam-
paign in Africa had ever used this number of consecutive full-size
pages. A few days later the eighth ad appeared.

An analysis of the campaign showed that "the first and most
visible result was the increase of acceptors registering at family
planning clinics during the period that the campaign was running"
(60). In addition, sales of contraceptives and discussion of family
planning increased.

GREENLAND

Campaign. A 1967 public information campaign in the
Narssaq District of South Greenland succeeded in promoting IUD
insertions. The campaign utilized newspaper articles, posters in
hospitals, and printed materials in two languages. Within 2 years,
33 percent of the eligible women in the district were IUD acceptors.
Berg observed that "the result of the campaign in Narssaq has also
been considerable since the district had a birthrate of 20 per 1,000
in 1969 - 10 less than that estimated for all Greenland" (7).
HONDURAS

**Film.** A 1968 study of the urban, low-income population of four barrios in Honduras was designed to assess the effects of a mass media campaign on the demand for family planning services (93). The 5-week campaign used a variety of media including the showing of family planning documentary films along with popular commercial films in the campaign areas. Data on the source of information for new admissions at the family planning clinic suggest that the drawing power of radio was substantially greater than that of a sound truck, pamphlets, and films.

**Radio.** A short field experiment was conducted in four low-income communities in Tegucigalpa, the capital city of Honduras, in 1968 (94). The experiment was carefully designed with an enumeration of the study population, followed by the selection of similar household samples, a pre-campaign survey, the introduction of experimental variables - radio spots, a sound truck, movies, and pamphlets - and finally a post-campaign survey to measure the effects of the campaign. Before the 5-week campaign only 6 percent of those interviewed mentioned family planning as a service of the health center; afterwards, 29 percent. During the height of the campaign weekly acceptance of contraception tripled at the clinic and reached a peak at the hospital. There was, however, a decline in acceptors after the campaign, but not to the original level.

Data on the source of information leading to new admissions at the family planning clinic indicate that the drawing power of radio was substantially higher than that of the other media. The study concluded that short-run, intensive family planning campaigns are feasible, economic, and effective and that "radio appears to be the most effective agent" (94).

HONG KONG

**Film.** A 1967 report on family planning in Hong Kong included information about film use. Six, one-minute color films on family planning dealing with health, marriage, income, the older generation, and happiness were shown in 45 theaters in 14 districts of Hong Kong for periods of up to 2 months from May to December 1966. The project's effectiveness as a means of communication
can be estimated by the size of the audience viewing it:

Seeing films is an extremely popular form of entertainment in Hong Kong where theaters hold four film shows a day and feature films are changed with bewildering rapidity at the first sign of unpopularity. Even an extremely conservative estimate of only 20 percent attendance at the theater means that at least 2,000,000 people would have seen the family planning films (51).

Mailings. A 1966 mailing of 12,000 pamphlets to couples registered to marry in Hong Kong was described by Lam (51). Couples were invited to attend marriage guidance clinics. Since only 156 couples (1.3 percent) attended the clinics, Lam concluded that the mailing was a failure. The study suggested that newlyweds were not good targets for family planning mailing campaigns because of the Chinese tradition of early proving of fertility.

INDIA

Campaign. Four studies of multimedia campaigns in India reported some success in contributing to an increase in contraceptive acceptance.

A 1967 report of a community experiment in the Meerut District of Uttar Pradesh sought to evaluate whether a low-keyed family planning campaign could raise the level of knowledge about family planning practices and services (74). The research design included a pre- and post-campaign survey. Interviews were conducted in both the rural northern and industrial southern areas. In all, some 115 interviews in rural areas and 170 in urban areas took place.

The 4-month campaign included written materials, film slides, printed newspaper inserts, and point-of-sale materials for retail outlets selling condoms. To measure whether or not the objective of raising the level of knowledge about practices and services had been achieved, surveys were designed so that respondents would answer a series of identical questions concerning three contraceptive methods - the IUD, the condom, and vasectomy. Results showed that the level of information for the IUD indicated a distinct
increase in both urban and rural samples with the greater proportionate increase in the rural sample. There were small increases in knowledge about vasectomy; however, great emphasis had been placed on vasectomy in that area for a number of years. Most likely, it was already a well-known method to the population. An increase in the sale of condoms and in marketing activities for the condom also occurred in the district. Therefore, it is difficult to make a direct connection between the campaign and condom sales. However, the experiment did show that "a relatively modest amount spent for publicity purposes can have a sizeable effect on public knowledge about family planning" (74).

Another study was conducted in the Hooghly District of West Bengal "to measure the overall effectiveness of an intensive publicity program" (the report of the experiment did not, however, state specific criteria for measuring effectiveness) (6). The campaign concentrated on three urban areas with a population primarily of industrial workers and low-income persons. The research design included pre- and post-campaign surveys. Respondents were married couples, with wives aged 15-44. Approximately 500 couples were interviewed in each of the surveys.

The media campaign included film slides for movie theater use, radio broadcasts, exhibitions, posters, advertisements and articles in newspapers, and printed materials. The post-campaign results showed a significant increase in knowledge about family planning methods. The greatest gains occurred among women with primary school or less education and among the lowest income group. The impact of the publicity was greater on wives than on husbands. Knowledge of almost all contraceptive methods more than doubled for wives; for husbands, the increases were considerably smaller. The success of the campaign was measured in terms of making knowledge available to more people, rather than creating greater motivation for practice among those already having some knowledge.

In a third study the positive effect of a media campaign on condom sales was clearly demonstrated. Subsidized sales of condoms began in India in 1968 through distribution systems by six of its largest and most experienced consumer marketing companies (38). Under the commercial marketing scheme, a three-pack of condoms is sold through commercial outlets in towns and villages at
about one-fifth the normal price. From its inception, the condom program has been supported by a major promotional campaign using a variety of mass media and point-of-sale materials. Condom distribution increased from 7 million pieces per year before the program began to 16 million in 1968-1969 and to 116 million pieces in 1973-1974. In 1974-1975, when the price for the three-pack increased considerably and advertising and promotional funds were curtailed, sales fell 45 percent to 65 million pieces.

On another front, creating acceptance of vasectomy as a legitimate form of permanent contraception at the community level appears to be a prime reason for the success of two programs in India - one in Ernakulam (34, 36, 89) and another in Gujarat (34). Experimental programs were developed based on the notion of a large-scale vasectomy camp where thousands of operations could be performed in a fairly efficient manner during a short time.

Franda describes the vasectomy camps as being at home in the Indian environment. They are organized along the lines of typical rural festivals with performances by leading artists, movie stars, poets, and writers, and speeches by eminent personalities and political figures - all provided for the benefit of those visiting the camp:

Frequently the campaign for participation in the vasectomy camps...will be led by village panchayats (councils of elders or elected officials), so that almost entire villages will be prompted to come to a festival...accompanied by floats and decorated vehicles, colorfully adorned bullocks, folk dancers, blaring loudspeakers playing Hindi film songs and by men shouting slogans in support of family planning (34).

In the Ernakulam District of Kerala State three camps were organized from 1970 to 1972. The program reached 11 percent of the 300,000 couples of reproductive age.

From November 1971 to January 1972, in Gujarat State about a thousand small camps were set up with main camps in each district. Considerable mass publicity and promotion took place, as in Ernakulam. The vasectomy target was 150,000; the number of vasectomies performed, 222,000 - affecting approximately 5 percent of couples of reproductive age (96). There was no doubt that the media
campaign had played a significant role in attracting men to the camps.

Film. A 1966 study of family planning communication in the Meerut District used a variety of media including "distribution of a set of seven (film) slides to major (movie) houses in the district" (74). A post-campaign study reported that 15 percent of the sample was able to identify the family planning slides shown in the local theaters. However, very little content was communicated due to the small amount of time the slides were on the screen:

...slides communicate a very limited amount of information to a small percentage of those exposed. Audiences are limited to middle- and upper-class socioeconomic groups. (Theater) audiences are very large, however, and if slides are carefully designed to attract attention and if the message is very short, they could be a useful means (74).

Balakrishnan reports on the evaluation of a publicity program for family planning in the Hooghly District of West Bengal (6). The media used included slides at movie houses and free film shows at various places. A post-campaign study showed that 24 percent of the men and 19 percent of the women surveyed saw either slides or film. In terms of reported exposure to the various media used in the campaign, slides and film were ranked fifth for both men and women. When asked to identify sources of knowledge about family planning, the sources mentioned - ranked in order of importance - were relatives and friends, printed materials, exhibitions, and radio. Slides were not mentioned.

Mailings. A 1966 study by Raina and colleagues described a mass information project in the Meerut District which included the mailing of simply written materials to 1,310 heads of village councils. The research design included a pre- and post-campaign survey. The follow-up survey's objective was to determine whether this low-keyed information effort would raise the level of knowledge about family planning practices and services. The follow-up showed that 80 percent of the village heads had received the mailings and that most had distributed them to village literates. The study also showed that 19 percent of the illiterate villagers had seen the materials and that this group was better informed about contraceptive practices than illiterates who had not seen the materials.
Newspapers. Several studies of newspaper use in India indicate varying degrees of success in disseminating family planning information. For example, a 63-day publicity campaign in the Hooghly District of West Bengal used a wide range of media, including specially prepared articles and advertisements in newspapers (6). A post-campaign survey showed that although 17 percent of both men and women recalled the newspaper articles with family planning information, 34 percent of the men and 17 percent of the women recalled advertisements; the significant difference between recall based on articles and advertisements was not explained. In relationship to other media, newspapers in this campaign were ranked below street posters, exhibitions, and radio broadcasts.

A study of communication and diffusion of information concerning IUDs among relatively literate residents of three middle-class New Delhi housing colonies found that the first source of information on IUDs for acceptors was clinic staff; husbands listed mass media, especially newspapers and journals, as their first sources of information (25).

In 1969, the Indian Department of Family Planning commissioned a nationwide probability sample survey of couples to study consumer behavior regarding family planning. The probability sample of about 26,000, with wives in the reproductive age group 15-44 and representing all such couples in India, was selected and interviewed during July-December 1970. The findings showed that 70 percent of the couples were exposed to media in urban areas and 28 percent in rural areas. However, exposure to newspapers ranked behind film and radio (46).

In Kerala State, a small project was set up to measure response to an offer of an inexpensive sex education booklet containing family planning information (40). The booklet, The Man's World, was directed to a male audience, aged 20-30, literate and semiliterate, and located in urban areas. Two newspaper advertisements with coupons offering the booklet were designed - one was headlined "Sex Facts All Adults Should Know" and the other, "Know Your Body." Four ads appeared in each of two daily newspapers during a fixed 30-day period. The same headlined ad appeared in two newspapers on the same day. Results showed that the advertisement headlined "Sex Facts" was clearly superior in obtaining response to the booklet offer, suggesting that variations in headlines and copy can influence reader reaction. Ninety percent of the 7,131
respondents enclosed the required 1 rupee remittance; 97 percent of the respondents were male.

Radio. Radio use in family planning campaigns in two Indian studies had contrasting results. In a study by Patel in a village of Gujarat State with a population of approximately 7,000, the husband or wife in each couple of the sample was asked about such things as favorite listening times, popularity of programs, frequency of programs listened to, and needs and interests of listeners especially concerning family planning programs. The data indicate that family planning broadcasts were heard by 50 percent of the listeners (65). Of these, 74 percent found such programs valuable. Each listener communicated the family planning message to an average of six other persons - primarily friends and neighbors. Almost half the listeners expressed a need for family planning information. This study concluded that radio can be an important tool in reaching rural audiences (65).

On the other hand, a Bombay family planning project, begun in 1965, included a study to evaluate the impact of a single broadcast (58). The study hoped to learn whether just one broadcast could provide accurate information that people would remember and correct any misconceptions about family planning. An elaborate methodology was used:

Two samples of 240 currently married women in the age group 15-45 years, who would usually listen to radio, were selected for the study. The first sample was interviewed both before and after the broadcast and the second sample interviewed only after the broadcast. The second sample was interviewed to find out the pre-conditioning effect on the women included in the first sample (i.e., those interviewed both before and after the broadcast) (58).

The project revealed that only 28 percent of the radio listeners interviewed before the survey heard the broadcast, simply because the broadcast took place on a Sunday - a day when the women were busy with other household duties. Thus, because the researchers did not learn what times were appropriate for broadcasts to their intended audience, the survey had an inadequate response.
INDONESIA

Campaign. Condoms are now being distributed through Indonesia's Jamu marketing system. Jamu is a distribution network for traditional herbal medicine, produced and sold by a modern organization. Jamu products are often health- and sex-related; therefore, integrating condoms into this marketing system proved to be a natural and functional way of promoting sales.

Promotion is through radio spots, posters, and limited newspaper advertising. Mobile promotional sales units, which are equipped with a public address system to provide music and spot announcements in marketplaces, are the most important part of this program (42).

A test plan was launched in central Java in 1974 to determine whether condoms could be effectively marketed. The Jamu mobile units were provided with promotional material for the Indonesian condom, Karet-KB, and a radio campaign was launched by 45 Java stations. The current objective of the promotion activity, in addition to selling condoms, is to create awareness within the community of the availability of good quality condoms through Jamu retailers at a subsidized price.

In terms of the campaign's success, Hendrata writes:

The total sales during the first 16 months of the program amounted to 10,000 gross of condoms. Considering the limited input in promotion (about US$10,000) and the time needed to get the whole system moving, the sales figure is quite promising. The promotion drive which was started two months ago has already had a considerable impact on the monthly sales figure. It has increased from an average of 50,000 pieces a month during the previous months to 90,000 (42).

IRAN

Campaign. An extensive family planning communications project was carried out in Isfahan Province in 1970–1971 (53). The
objective was to reach the general public, especially couples of reproductive age, with an intensive communications campaign and to study its impact on their knowledge, attitudes, and practice of family planning.

The media campaign lasted six months. During the first three months only radio was used. There were three one-minute spots daily, and five- or ten-minute announcements by various officials once a week in the early spring. Telephone service was also available to answer requests ten hours a day. After a brief period of interruption, a second three-month campaign started which included, in addition to radio, mass mailings to local readers and to 1,500 women who had recently given birth; press releases and a press conference; 30,000 printed inserts, describing the population problem, contraceptives, and clinic locations, for inclusion in newspapers and magazines; a 90-second film clip; a Walt Disney family planning film shown in the area's largest theaters; an audiotape for a sound truck; and a number of exhibits.

Increasing contraceptive practice was measured by acceptance levels at participating clinics and significant increases were noted (see Figures 1 and 2). Three months prior to the project, the average number of new pill acceptors per month was 1,223; in the three months of radio broadcasts only, the average number rose to 1,729 per month - an increase of 36 percent. During the three months of the campaign using all media, the figure stood at 1,967 - a 54 percent increase. The number of women returning for pills increased from 8,155 per month at the start of the project to an average of 11,465 during the final three months of the campaign.

The IUD acceptors increased by 42 percent - from 69 per month before the campaign to 98 at the close of the campaign. An increase in condom acceptance occurred as well. The net increase in new acceptors for all methods of contraception was 54 percent. The study concluded that the communications project seemed to have brought about an increase in new acceptors of all methods in Isfahan that was greater than the increase in all of Iran, not only during the campaign but continuing for at least six months afterward (53).
Fig. 1. New IUD acceptors at clinics in Isfahan Province, monthly averages for 3-month periods, 1970-1971. SOURCE: Lieberman et al. (53).

Fig. 2. New pill acceptors at clinics in Isfahan Province, monthly averages for 3-month periods, 1970-1971. SOURCE: Lieberman et al. (53).
Film. During a major communications experiment in Isfahan Province, a pre-campaign survey was used to gather information on mass media exposure (53). Of those surveyed, 28 percent went to the movies: 31 percent of those attending went weekly, 16 percent monthly, and 53 percent occasionally.

A program decision was made to include film showings in the communications campaign. A 90-second clip prepared by a company specializing in film advertisements provided information about family planning - including methods - and ended with an announcement that those interested should go to a health station, write a designated post office box number, or call a designated telephone number.

Using attendance figures provided by the 14 theaters, the research team estimated that 900,000 people saw the film clip. It was noted that the figures certainly included multiple attendance. In the post-campaign survey 8 percent of all respondents said that they had heard of family planning in the movie theaters. Of the respondents who said they had been to the movies in the last 90 days, all recalled the film clip and most remembered that the IUD and pill were subjects.

Newspapers. In a mass communications project in Isfahan using various media, the press did not have a significant effect on increasing knowledge of family planning information (53). Prior to launching the campaign, reporters and publishers met to discuss the project and the role of the press. Newspaper releases, discussing the population problem and contraception and listing clinic locations, were prepared. Some 30,000 pieces of printed material, directed to a male audience, were then inserted in newspapers and magazines. Each of the area's two largest newspapers ran a one-page family planning advertisement five times during the campaign. Only 13 percent of the respondents recalled family planning information from the newspapers. Other sources of information - friends, relatives, and other media - ranked higher than newspapers (53).

Radio. Radio was also used in the mass communications project developed for Isfahan Province (53).

Phase I took place from August to November 1970 and only involved radio. The schedule included a one-minute spot broadcast
three times daily and five- or ten-minute announcements once a week in prime time. Phase II included all media - radio, mailings, posters, newspapers, magazines, sound trucks, and banners.

Results showed that there were 54 percent more pill, IUD, and condom users during the six months following the campaign. The campaign was evaluated in a variety of ways, including the measurement of acceptance levels at the clinics. Among those who went to the clinic, radio was cited as the most important source of family planning information by 26 percent of clinic acceptors during the 3-minute radio campaign and 39 percent during the all-media campaign.

JAMAICA

Campaign. Jamaica began a major mass media campaign in 1969 and in the first year spent approximately 10 percent of the National Family Planning Board's annual budget (97). The objectives of the initial campaign were to reach the majority of men and women in Jamaica, particularly young women aged 15-30; to increase awareness that a national family planning program on an islandwide basis was in the best interests of the nation and the individual; to motivate at least 30 percent of those who were convinced that family planning is beneficial to visit clinics; to provide information on the locations and hours of clinics; and to double the number of first clinic visits. The campaign used radio spots, press advertisements, television and film slides, billboards, transport cards, and posters.

Initial assessment of the campaign suggested that family planning awareness was furthered by the campaign; however, there were no measures of the extent to which the campaign was motivating attendance at clinics and acceptance of contraception. Subsequently, a marketing research agency was employed to study awareness levels in the capital city's metropolitan area by interviewing a sample of 300 young men and women. Among the women, there was a high level of awareness and recall of family planning messages, but a low degree of associated action. Among nearly half the males, the survey indicated lower levels of awareness and recall of specific messages, and a continuing antipathy toward family planning concepts.
Nevertheless, the program's focus on young men and women had been effective; the number of new acceptors gradually climbed, with a 15 percent increase in 1971 over 1970. At least 10 percent of new acceptors identified the mass media as their source of referral to the clinics. The proportion of new acceptors under 24 years old rose from 38 percent in 1969 to 46 percent in 1970 and 48 percent in 1971. Indications of awareness of the publicity campaign have increasingly appeared in the questions and responses of teenagers participating in the Ministry of Education's sex education lectures and discussion groups. Finally, there has been some increase in the use of condoms and in male clinic attendance (97).

Newspapers. Jamaica has had a mass media campaign since 1969. Trowbridge reports that "the press advertisements, running as large as a full-page tabloid sheet" used striking headlines and live photography of Jamaican figures (97). Ad captions were featured such as "Stop Here!" used with a picture of a four-member family, and "Girls, You Don't Have to Get Pregnant," "Let's Be Sensible About Pregnancy," and "No Baby, No Maybe for Me!" An evaluation of this type of campaign, however, remains to be done.

JAPAN

Newspapers. Opinion surveys related to family planning and printed in newspapers have been somewhat effective in Japan. The Mainichi newspaper group formed a Population Problems Research Council in 1949 which, since 1950, has conducted national opinion surveys on family planning at 2-year intervals (69). The groups surveyed consisted of either 3,000 married couples or 3,000 married women. Family planning questions examined reasons for practicing contraception, methods, sources of knowledge, and the effects of contraception, including abortion.

In 1950, the first survey showed that 60 percent of the respondents approved of contraception and about 20 percent were practicing contraception. By 1963, 90 percent recognized the concept of planned births and the practice rate was 44 percent. At the same time, the ideal number of children was moving from three to two children. The continuous reporting on family planning and contraception by the Mainichi group may have played a significant
role in this shift in Japanese attitudes toward family size and contraceptive acceptance.

KENYA

Campaign. The use of condoms increased after a commercial contraceptive marketing project involving several media was tested in the Meru District, one of the highland areas of Kenya, from October 1972 through November 1973. The estimated male market was 60,000 (8).

The objective of the Kinga condom program was to determine if a contraceptive could be marketed through commercial channels. The Meru District was matched with a control area for research purposes.

After a marketing survey to assist with product design and campaign strategy, a substantial advertising and sales campaign was launched which included radio, film slides for theater use, point-of-sale materials, and a mobile field education unit. The findings show an apparent increase in current use of condoms from 4 percent to 15 percent; and in the use of any method, from 21 percent to 35 percent. The control area remained unchanged in terms of current practice (36).

Film. In a contraceptive marketing experiment in rural Kenya the advertising campaign included a 60-second spot seen during commercial film shows in the experimental area. But the report concluded that the number of respondents who became aware of the product being marketed through these film presentations was quite low in relationship to most other sources, particularly radio and point-of-purchase store materials (8).

Newspapers. An examination of the Kenyan press by Radel "to see if (it) were effective in pointing out the nature of the population problem, and in urging the government to mount an effective program to solve it" indicated that an increase of family planning articles in the press contributed somewhat to a growing national commitment to deal with population issues (73).
Press clippings from Nairobi’s leading English-language dailies during January 1967 through June 1971 were carefully scrutinized and categorized. During the first 6 months of 1967, there were only 15 population-related items; during a comparable period in 1971, there were 93 articles, letters to the editor, and editorials - a sixfold increase. On content, Radel observed:

Relevant items have throughout been overwhelmingly in agreement that population is a problem and that family planning is important. The ratio between items that concluded population is a problem and those that stated that it is not, increased from about 4:1 during the first 18-month period to 15:1 during the final 18-month period. (73).

However, very little leadership has been offered by the press along the road to articulation of a national policy.

Radio. Radio, along with point-of-purchase store materials, proved most effective in increasing contraceptive sales in a test market program in Kenya’s Meru District to determine the feasibility of a national contraceptive distribution program through commercial channels. The media campaign was concentrated in the first 4 months of a 12-month campaign as an initial, intensive effort viewed as the most effective method of generating sales. All available media were used. A weekly, 15-minute question-and-answer program, "The Kinga Doctor," was aired on radio as well as brief spot announcements (8).

KOREA

Campaign. In 1964, a two-year communications project was undertaken in Songdong Gu, one of the nine districts of Seoul City and with a population of 370,000, to measure the effectiveness of various educational approaches through mass media, home visits, group meetings, and mailings in introducing family planning practice (64). The research design included a pre- and post-program survey.

All of the district’s bans (neighborhoods) were exposed to mass media treatment, including television and radio spot announcements, radio conferences, newspaper announcements, and
distribution of posters, pamphlets, and leaflets containing information on location of family planning stations, available services, and methods. During the 2-year action period, there were 143 television announcements, 662 radio announcements, 22 radio conferences, and 88 newspaper insertions. Approximately 40,000 advertisement sheets were distributed and more than 200,000 copies of leaflets were made available to the public. Fifty-five percent of the bans received the mass media treatment only; the other 45 percent were exposed to the mass media plus home visits, group meetings, or the distribution of printed materials. The results indicated that:

During the 2-year period of action a total of 12,838 women made their first visit to the four clinics in the area. Data from the post-campaign survey show that 46.5 percent of the women mentioned that they had learned of family planning through mass media, 46 percent from neighbors, 21.9 percent from fieldworkers, and 9.7 percent through a visit to the family planning clinic...the mass media played an important role in disseminating information in relation to family planning in Seoul City (64).

As a source of direct influence for visits, 51 percent of the total of 12,838 women who visited the clinics mentioned that they were influenced by relatives and friends, and 38.3 percent mentioned the mass media. Freedman and Berelson noted that the total practice rate in Songdong Gu rose from 9 percent to 23 percent during the experimental period (36).

Film. A 1972 Korean study of the effectiveness of family planning communications reported that only 8 percent recalled having received information via film (86). In a follow-up study of communications effectiveness in 1974, no mention was made of film as a source of information (3).

Mailings. In Songdong Gu, a project was undertaken in 1964 to measure the effectiveness of various communications approaches including mass media, home visits, group meetings, and mailings (50). In the original research design, letters were to be mailed to 15 percent of the selected 6,738 women informing them of family planning and available clinic services. However, because of the problems involved in obtaining accurate mailing addresses, the
letters were distributed through village chiefs. (This was not a mailing study; however, it is treated as such in the literature.)

Cernada reported on a second mailing project in 1966 (15). In a selected rural area and a city - Kemnung-gun in the Province of Kyung-song-puk-do and the city of Kimchun - during a 6-month period, letters were sent to 972 postpartum women with an invitation to come to provincial hospitals or IUD clinics for loop insertions. The 115 women (12 percent) who responded represented an acceptance rate higher than the normal rate (5.3 percent) of program acceptance by postpartum women who delivered during the period in which the mailing took place.

Newspapers. In Korea, studies show that newspapers are a primary source of family planning information - particularly among urban, educated men and women. For example, a 1968 project in Songdong Gu measured the effectiveness of various methods of communication in family planning programs. During a 2-year action period there were 38 newspaper announcements in addition to substantial use of television, radio, and printed materials. More than 7 percent of the respondents identified newspapers as their information source; and nearly 12 percent of the respondents under 19 cited newspapers as a source of information. Years of education correlated positively with newspaper and magazine readership; 21.6 percent of college or university respondents identified newspapers as a major information source (50).

A 1972 study of family planning communications effectiveness correlated positively with the Songdong Gu study. Newspaper readership was directly related to urbanization and socioeconomic status with 81 percent of upper-class women reading a newspaper regularly versus only 10 percent of the lower-class group (86). A 1974 follow-up study concluded that 75 percent of the males surveyed saw family planning material in the print media compared with 50 percent of the women; newspapers were more effective media for males, and radio, television, and monthly magazines for females. Female newspaper readership was higher among mature, upper-class, urban women (3).

Radio. A carefully designed experiment was undertaken in 1964 in Songdong Gu (64). Some 44,923 married women aged 20-44 in the study area were identified as the audience. During a 2-year
period they were exposed to information about contraceptive methods and availability of services through four campaign strategies: mass media alone, mass media plus home visits, mass media plus group meetings, and mass media plus printed materials. In a post-campaign survey of 3,045 women, radio ranked first as a source of information, ahead of neighbors, home visits, and group meetings; it was also more popular with young women (64).

Telephone. A telephone information service, designed "to meet the need for family planning services of a broader spectrum of the population not reached by the national program," began in Seoul in January 1972 (14). Newspaper advertisements, along with television and radio spots, announced the service.

During the first three months, when publicity was at its highest levels, public response was also the greatest - ranging from 246 calls in the first month to 384 in the third. In subsequent months, as publicity declined, so did the number of calls.

In the Korean program, 59 percent of the callers were male - a group not adequately served by the national program at that time. A limited attempt to follow up these callers showed that of 530 men referred to a health center or hospital for a vasectomy, 103 underwent the operation. Thus, there was a positive relationship between the advertising campaign, availability of the telephone service, and use of family planning services.

Television. By 1967 Korean agencies were televising discussions, interviews, and one- and two-minute spot announcements related to family planning - the latter broadcast approximately 20 days each month. The 1973 National Family Planning Fertility Survey showed that 50 percent of all urban and rural unmarried women aged 18-27 identified television as a source of information, along with radio (television and radio data were combined in this survey). When the data were analyzed in terms of urban and rural audiences, 57 percent of the rural women - a surprising percentage - indicated television and radio as sources of information, compared with 45 percent of the urban women (88).

In another study in 1972 on the effectiveness of family planning communications, 49 percent of the women surveyed either had seen or heard family planning messages in the mass media within
the preceding year; 28 percent cited television as a source of information (86). The slogan of the national family planning program was also studied. In terms of slogan recognition, television proved more effective than radio in the central Seoul City area (86). A follow-up study in 1974 confirmed the results of the 1972 report showing television to be a significant source of family planning information. It also indicated that television was a more important source for women than for men (3).

MOROCCO

Radio. Nondirected, in-depth, two- to three-hour interviews of 60 mothers living in Maadid, an urban slum of Morocco's capital city, left some doubt about radio's impact on family planning there. Mernissi observed:

Ninety-eight percent of Maadid households have no electricity. While most of the households visited did have a transistor radio, it was usually mute, either because the batteries were worn out and had not been replaced, or because it had been broken by the children and had not been replaced.

Battery or repair costs are onerous when budget restrictions reduce choices to basic priorities. But our study suggests a more fundamental interpretation. The available radio programs apparently provide so little in the way of useful information or satisfaction that any maintenance or repair cost is not justified by its yield.

The language of the broadcasts tends to be incomprehensible to the illiterate woman, and education programs, including the news, seem to assume basic information that Maadid women do not possess. Maadid housewives appear totally alienated by the radio and wholly at the mercy of the information network actively functioning in their community - the rumor (57).

NIGERIA

Campaign. The private Family Planning Council of Nigeria
launched a nationwide public information campaign in 1972. The 4-month media campaign was directed to lower- and middle-income married couples of reproductive age in the country's larger towns and cities. Campaign objectives were to increase awareness of the concept, acceptability, and benefits of family planning; to provide information on the identification of a new family planning symbol; and to aid in location of services. Campaign materials appeared in English and five major Nigerian dialects (33).

Fifty percent of the total media budget of US$36,000 was spent on radio spots, 25 percent on press ads, 12.5 percent on outdoor billboards, and 12.5 percent on wall posters. There were also 5,000 single-page handouts given routinely to prospective clients. The new family planning symbol was featured in the print campaign.

Approximately 900 adult male and female Nigerians were selected for both pre- and post-campaign interviews. Findings suggest that the campaign did not make much difference: only 6.7 percent of the 450 post-campaign survey respondents could identify the family planning symbol, but in two of the five cities surveyed, knowledge of association clinics increased significantly.

Given the population of Nigeria and an identified audience of five million in urban areas, the media expenditure suggests that the campaign was too broad in scope and narrow in effort to have had any major impact (33).

Film. In 1971 the Family Planning Council launched an education program centered around a full-length, color film (27). Titled "My Brother's Children," the film was made for one of Nigeria's largest tribes, the Yoruba, and was designed to create awareness by placing family planning within the proper cultural context, rather than serve as a documentary or clinical account of birth control methods. Drawing on Yoruba cultural conditions, the film was presented as a traditional drama and played by Yoruba actors. The story stressed themes in Yoruba society and in doing so tried to place family planning within the context of traditional family life attitudes.

The film was launched during Family Planning Week in December 1971, preceded by publicity in newspapers and on radio,
and a television showing of the film. Copies were provided to branches of the Family Planning Council, health centers, clinics, and hospitals. Audiences were drawn from local communities. Usually the film was followed by a talk and open discussion.

The Council commissioned an evaluation of the impact of the film on audiences to test both the suitability of film as a medium and the effectiveness of its messages. The experiment was designed to compare attitudes toward family planning concepts among selected inhabitants of two villages, both representative of Yoruba rural communities. A survey of both villages established that demographic characteristics were roughly comparable. The film was then shown in the experimental village, with the second village used as a control. After the showing, a second study was done in the experimental village to learn the degree of message recall, the extent of attitude change, and the degree of acceptance of the film's family planning concepts (61). The study concluded that the film showing did not bring about any significant attitude changes in those who saw it as compared with the control group. Failure was attributed to the villagers' lack of familiarity with film as a medium and problems with message comprehension.

Newspapers. A 4-month public information campaign, directed at lower- and middle-income couples in Nigeria's larger towns and cities in 1972, allocated about 25 percent of its media budget for 52 press ads in seven leading newspapers (33). An analysis of the campaign's effect in providing family planning information found that:

Of the post-campaign survey respondents, 40.4 percent saw family planning information in the newspapers. More than 8 out of 10 had seen family planning information within the past 6 months indicating that they had seen campaign materials.

When the pre-campaign survey was compared with the post-campaign results, there was a 6.6 percent increase in awareness of family planning by respondents (33).

Radio. In Nigeria, radio was found to be the prime source of family planning information for the largest percentage of male respondents in the first national public information campaign, launched in May 1972 (33). The overall campaign was intended to
increase family planning awareness, to make it more acceptable, and to identify a family planning symbol (33). Married couples in the reproductive-age group living in the country's larger towns were the intended audience.

Radio was allotted about 50 percent of the media budget because of its potential to reach most of the intended audience. More than 500 spots were broadcast on national or regional networks in English and the national dialects. According to 36.6 percent of the respondents, radio proved the most suitable and informative medium for presenting family planning information.

PAKISTAN

Campaign. In 1965, a campaign was undertaken in the Lahore area of Pakistan to measure the impact of motivational efforts in three villages (30). The project was designed with a pre-campaign KAP survey of all the fertile couples in these villages.

Both husbands and wives were interviewed. Six months after the campaign, a random sample of 500 wives was interviewed again.

A 2-month campaign began in April 1967 and included group meetings, home visits, film showings, posters, pamphlets, and other printed materials. The campaign resulted in a 37 percent increase in the number of wives who heard the term "family planning." There was an increase from 38 percent to 87 percent in wives, aged 15-50 and mainly illiterate, having knowledge of at least one contraceptive method. The respondents practicing contraception increased from 2 percent to 17 percent after the campaign (30).

Radio. Radio messages proved effective in motivating people to take advantage of available community services and in stimulating discussion about family planning in the rural and urban communities of West Pakistan's Hyderabad District. Five spot announcements lasting 30-60 seconds were broadcast five times daily in November 1967 (47). Of the women who used family planning clinics during November and December of that year, 86 percent said they were radio listeners, and 69 percent of the clinic group had heard the family planning messages.
PHILIPPINES

Film. A full-length, color film, titled "Batingaw," opened in nine commercial, first-run theaters in Manila and its suburbs in March 1974 (83). The film had a population/family planning awareness message. It was produced in Tagalog, the national language, and distributed throughout the Philippines using commercial channels.

After the Manila opening, a small study of the film critics' comments showed that the reviews were on the whole quite good. The major film critics all clearly identified family planning as a principal theme and were pleased that the film was well produced and of high quality. It ran for more than three weeks in Manila and suburban theaters. It was then released throughout the Philippines. During the first year more than 820,000 people paid normal box office prices to see the film. Later in 1974, it was shown on prime time television (8–11 p.m.) on all five channels in the Greater Manila area and relayed to other parts of the Philippines. More than a million people saw the television presentation (32).

Telephone. Directed at college and university students, as well as office and factory workers, a telephone service began in the Greater Manila area in April 1974 (90). Newspapers and radio were employed to publicize the service.

Media support included an opening day story in the Manila press, with copies of the article then distributed through the University of the Philippines and government offices. This was followed by more than 50 insertions of a series of advertisements written in English and Tagalog in a number of newspapers in the Greater Manila area. Although radio broadcasts were part of the publicity campaign, more than 80 percent of the callers during the first six months learned of the service through newspapers. Of the 2,713 callers, some 67 percent were office and factory workers; 25 percent, housewives; and 8 percent, students. Fifty-eight percent of the callers were female.

SCOTLAND

Campaign. A health agency in Scotland carried out an information campaign in 1971 that included countrywide advertise-
ments advocating family planning and offering a leaflet if the reader returned a coupon (100). In the Galloway area of southwest Scotland, television and local newspapers were used. In addition, a national health conference held in the area during the campaign generated considerable publicity, and information posters and leaflets were sent to health personnel. A report of the campaign's impact noted:

In a 20-week period, condom sales rose 11.1 percent in Scotland and 19.2 percent in southwest Scotland. Attendance at private association clinics in the United Kingdom has been growing about 12 percent annually. It remained approximately that for England and Wales in 1971; however, in Scotland there was a 25 percent increase and in southwest Scotland, 75 percent. The birthrate dropped - beginning 9 months after the family planning campaign (100).

SRI LANKA

Campaign. In 1973, the Preethi program - a major marketing scheme for the introduction of subsidized condoms - was introduced to the population of Sri Lanka. The campaign was supported by a multimedia campaign using newspapers, radio, and point-of-sale material. Both retail store and mail order sales were stressed.

In the first year, 3,432,000 condoms were sold, including 70,300 by mail orders. A survey of married females showed that 51 percent had heard of Preethi and in an experimental district, 80 percent. Sales are now estimated at 300,000 per month, representing supplies for approximately 2 percent of married couples of reproductive age (70).

Newspapers. The commercial distribution of condoms in Sri Lanka included newspapers as part of its 1973 marketing program:

A relatively high literacy rate, a 150-year-old tradition of newspaper reading and the availability of daily editions in Sinhala, Tamil, and English were strong reasons for using newspapers as a major means of communicating information about Preethi. Surveys indicated that well over half the
adult male population read a newspaper at least once a week (70).

Newspaper advertising, which began before the product campaign was launched and was intensified when the marketing program started, was also used to generate mail order requests for three offers – the sale of condoms, free samples, and a free booklet, "How to Have Children by Plan, Not by Chance."

During the first 18 months of the Preethi program, more than 132,000 pieces of mail were processed. Demand for Preethi by mail has since stabilized at an average of some 7,000 requests per month or about 2 percent of sales; about 65 percent of these responses come from rural areas. The mail order program not only produced product sales, but also furthered family planning education and motivation. The report on the Preethi campaign noted:

Of the advertising media employed to promote mail order, the daily and weekly press seemed to produce the best results, both in absolute terms and in cost per response. Newspaper advertising lends itself to constant "freshening" (mail-order offers lose their appeal after a few insertions) and experimentation with style, visual impact, format, and size. Advertising cost per response was sometimes less than one rupee (about US$ .10) and frequently less than two rupees. This is very economical compared to similar results in other parts of the world (70).

TAIWAN

Campaign. As in Korea, the best campaign results were achieved in a mass media program in Taiwan when objectives were specific and program-related. The Taiwan experiment began with a research project in Kaohsiung in 1966. Its population at that time was 650,000 (18). Acceptance of the IUD in Kaohsiung had been among the lowest in Taiwan. There had been no media treatment prior to this period; reliance on home visits was heavy. The objectives of the study were to increase IUD acceptance by active use of the mass media, to introduce the pill and determine its effect on IUD acceptance, and to determine the usefulness of the mass media.
The project began with a sample survey of 1,504 women for use in designing the campaign. In May 1968, a follow-up survey was conducted interviewing the same women to determine the amount and kind of exposure to family planning information in the mass media, their knowledge, attitude, and practice changes in terms of the pill and IUD, and the effectiveness of the campaign in promoting change. The media included film showings, letters offering free IUD insertions, 25,000 letters with information to married couples in local industry, and 5,000 packages of information. Radio spot announcements and film slides were also included.

The results showed a significant increase in information and a considerable diffusion of information through personal contact. The radio, mail, newspapers, and magazines all rated well as sources of information, and a measurable increase in knowledge occurred. Change in practice increased from 33 percent to 43 percent for current users and from 41 percent to 49 percent for ever-users. Pill acceptance reached a peak in the first year of the campaign and then decreased. The IUD acceptance rate increased yearly. Such evidence was the basis for an expansion to an islandwide campaign in 1972 (14).

Film. A sample survey of 1,500 women to establish guidelines for carrying out a communications program was the first step of a study in Kaohsiung. The survey revealed that the most promising forms of mass media were film and radio (18). Of women surveyed, 47 percent went to the movies; of these, 44 percent went two to four times per month, 23 percent at least once a month, and 33 percent less than once a month. A set of three color slides about the pill and the IUD was shown daily at three performances in 28 movie theaters. The content was informational rather than motivational, stressing the way contraceptive methods work, where to get them, and their cost. A follow-up survey showed that 8 percent of the women learned of specific family planning methods or of family planning in general at the movies.

Based on the Kaohsiung study, Taiwan introduced slides islandwide in 1967. Rather than routine showings, the slides were restricted to areas where free, limited-time-only loop insertions were being made, in order to spread information.

The strategy in 1970 was to gear movie ads to young couples
and the unmarried (107). Although television became a very important medium for family planning work after a 1970 survey showed a dramatic increase in the number of sets and time spent viewing, theater advertising continued to be used to reach young couples and unmarried persons.

Mailings. See Table 1.
TABLE 1. Summary of 10 Mailing Studies Conducted in Taiwan, 1963-1968
Table 1 - Summary of 10 Mailing Studies Conducted in Taiwan, 1963-1968

<table>
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<tr>
<th>Ref. Date</th>
<th>No.</th>
<th>Audience</th>
<th>Activity</th>
<th>Result</th>
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<tr>
<td>1963</td>
<td>37</td>
<td>approximately 36,000 married couples in Taichung City with wives 20-39 years old</td>
<td>An experiment designed to measure the effect of various actions on contraceptive acceptance, especially IUDs. Among questions asked: &quot;Can family planning ideas be spread cheaply and simply by written communication through the mails?&quot; The experimental design involved 4 strategies directed to the test population divided by neighborhood: (1) everything for husband and wife - personal visits to both by trained health workers; mailings of information to newlyweds and to couples with at least 2 living children; group meetings that combined entertainment and information about family planning; (2) everything for the wife only - all the major stimuli in (1) above, with the exception of the personal visit to the husband;</td>
<td>Letters did not prove effective. Contraceptive acceptance rate was 6% in the &quot;mail&quot; neighborhoods and 5% in the &quot;nothing&quot; neighborhoods. However, the letters did not include any statement about the IUD, mentioning only that family planning services could be obtained from a fieldworker upon request or by going to the nearest health station; &quot;it may be that the letters would have been more effective had they been keyed specifically to the IUD...&quot; (37).</td>
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Table 1 (cont.)

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<td>(3) mailings - a series of letters and pamphlets to newlyweds and to couples with at least 2 living children, providing general information on methods, rationale, location of clinics, and a postal device for requesting more information or a personal visit from a fieldworker (no personal visits were made unless requested and no meetings were held in the neighborhood);</td>
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<td>(4) nothing - with the exception of posters, no efforts were made in this area.</td>
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<td>1965</td>
<td>23</td>
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<td>readers of a newspaper with circulation of 140,000</td>
<td>To find out if low-cost contraceptive pills could be distributed by mail, a two-column advertisement was placed offering oral contraceptives at US$0.50 per cycle - less than half the retail cost. The advertisement ran for 1 day.</td>
<td>In 3 weeks 626 requests for pills were received. Limited supply allowed only 531 orders to be filled. A follow-up study based on a mailed questionnaire reported &quot;although 80% of the women liked receiving the pills by mail, 72% said they would go to the drugstore to purchase their supplies if they could receive them at the same cost.&quot;</td>
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<td>1965</td>
<td>15</td>
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<td>women who had registered births within the previous 2 months</td>
<td>42,650 letters sent to these women offered for a 3-month period a free IUD insertion to one group and at cost to the other group.</td>
<td>Return on the mailings was about 2%. The mailing offering a free insertion was more than twice as effective as the one charging a fee.</td>
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<td>1966-18</td>
<td>education employees (mainly teachers) in Kaohsiung City and married couples working in industry there</td>
<td>The study had two purposes: to increase IUD acceptance by active use of mass media and to introduce the pill and determine its effect on IUD acceptance. The media program included the sending of 1,558 letters to the education employees, offering free loop insertions for a limited time, and 25,000 letters containing contraceptive information to the married couples working in industry. The research design was a pre-campaign sample survey and a post-campaign survey. It was found that 17% of all wives received family planning information through letters; only radio ranked higher as a source of information. It was also learned that 8.9% of the wives had learned of family planning from news contained in mailings sent to others; that is, there was informal diffusion of information from original recipients to a secondary audience.</td>
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<td>1966</td>
<td>postpartum women</td>
<td>140,000 letters were mailed offering a free IUD insertion. 4% of the recipients accepted the offer.</td>
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<td>1966</td>
<td>male primary school teachers</td>
<td>Letters were sent to them announcing a limited-time-only offer of a free IUD insertion for spouses. 1% requested a free IUD insertion.</td>
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<td>1966-15</td>
<td>women in towns where there were no field-workers to make home visits.</td>
<td>67,399 letters to wives in 47 of these towns offered a free IUD insertion for a limited time. 0.9% of the recipients accepted the offer.</td>
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<td>1966–15 1967</td>
<td>employees of government organizations</td>
<td>6,248 letters were sent to them; 1,558 offered a free IUD insertion and the balance offered the insertion at cost.</td>
<td>The return was 1.8%.</td>
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<td>1967 16</td>
<td>women who had discontinued IUD use</td>
<td>An islandwide IUD follow-up survey indicated that 2 out of 3 discontinued loop users were not practicing another method. A mailing was sent to 82,000 IUD acceptors who had discontinued. The letter offered reinsertion or the oral pill for US$0.25 per cycle.</td>
<td>About 1.2% returned the coupon for either the IUD insertion or the pill.</td>
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<td>1967–15 1968</td>
<td>current IUD users</td>
<td>A series of letters was mailed to current IUD users with emphasis solely on continuation of use. Letters of reassurance about the minor side effects of the IUD were sent to 9,869 IUD acceptors in 33 towns (about 10% of Taiwan's towns) shortly after insertion.</td>
<td>To evaluate the effect of this mailing, 2,060 women accepting IUDs during the mailing period were selected from the mailing and nonmailing areas, respectively. Results did not show the value of this type of mailing for improving continuation rates and mailings were discontinued.</td>
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Newspapers. Newspaper advertisements can sell contraceptives. An experimental advertisement was placed in a Taiwan newspaper with a circulation of 140,000 for one day in 1965. All contraceptive pills were offered at less than half the retail cost. The ad elicited 626 requests in three weeks (23). Later studies of audience media habits and sources of information determined a program strategy to "aim newspaper ads at men..." (107). Then, in 1974 a quarter-page ad was placed in five newspapers on the same day. A return coupon that offered a free contraceptive sample and educational materials resulted in 11,530 responses (105).

Radio. Radio was the media source most frequently mentioned by respondents in a post-campaign survey in Kaohsiung City. The campaign began in January 1967 with the intention of increasing IUD practice and introducing the oral contraceptive (18). It was preceded by a sample survey of 1,500 wives which revealed that 72 percent of all married women and 68 percent of uneducated, married women listened to the radio. The radio campaign included spot announcements in prime time on two local stations.

After the Kaohsiung experiment, Tsai and Hsu maintained that "public information channels, particularly mass media, could get the message to the women at a comparatively low cost. (Thus) an extensive use of radio for family planning was launched for the whole island..." (99).

Another important component of this study was a routine gathering of information on mass media and public information channels by the evaluation staff. When KAP (knowledge, attitudes, and practice) data for 1967 and 1970 were compared, a considerable decrease in exposure to radio was apparent, probably because of an increase in television viewing resulting from a significant rise in the availability and popularity of television (35). In 1972, it was estimated that one in four Taiwanese families owned a television set (99).

Taiwanese program planners took note of the Economic Survey of Husbands in 1969, showing that the wife tends to follow television, while the husband spends more time with radio and newspapers. Further analysis indicated that for those couples who were not practicing family planning, newspapers and radio were more important, particularly with younger age groups for whom there was
high program priority (99).

A knowledge and attitude study was made in 1971 of a sample of 4,000 married and unmarried women aged 18-29. The intention was to reach young women through specific questions about media scope and penetration. Radio was found to be among the better channels for reaching young women (99).

**Telephone.** In September 1972 a telephone service, with an objective similar to the Korean program's, started in Taipei. Media efforts were focused on news releases and bus posters, and resulted in a large number of callers, mostly female (14).

During the first 9 months, the service averaged 567 calls per month. In 1973, the monthly average was 553 calls; in 1974, over 900 (17).

**Television.** The most comprehensive and carefully documented use of television has occurred in Taiwan. A pre-action program survey in Kaohsiung City, reported in 1967, showed that the intended audience of women aged 20-44 was most effectively reached by radio (72 percent), followed by movies, newspapers, magazines, and finally television (13 percent) (98). A mass communications program was developed around radio, movies, and mailings with, interestingly enough, television excluded. In 1970, however, another KAP study showed a drop in radio exposure and a significant increase in television exposure to 58 percent. Tsai and Hsu explained the drop in all media with the exception of television this way:

In this period television viewing increased sharply and apparently made inroads into all of the other media. The largest proportionate gains in watchers during this period were among the rural and less educated groups. The decrease in radio listening and the increase in the (television) audience perhaps are due to the significant rise in both the availability and popularity of (television) in recent years (98).

The 1970 KAP study provides data on women who did not want any more children but were not practicing contraception. Of the women interviewed in this category, 20 percent said that they watch television daily; 50 percent watch sometimes; and about 16 percent
listen to radio daily.

After the results of the 1970 study were evaluated, more consideration was given to television usage. Thus, in 1972, television received special attention (48). An analysis of an islandwide sample of young women aged 18–29 showed that about seven of every eight women had been exposed at least once to a family planning message in the media or through other educational efforts. Seventy-two percent saw the message on television (48).

THAILAND

Newspapers. In 1969 Thailand did not have a national policy on population/family planning and placed strict limits on official mass media campaigns. Nevertheless, a seminar was arranged to inform the press of the social and economic consequences of rapid population growth and to provide a better understanding of the methods of contraception currently in use. It was not expected that the seminar would result in a national population policy, but only that the issue would be better understood by those who wrote or spoke on the subject. The three-day meeting, held in Chiangmai, resulted in an outpouring of articles on the seminar and speakers.

A comparison study of the coverage of population issues for 3-month periods immediately before and after the seminar found that a marked increase occurred in the number of favorable reports, discussions, and editorials in the first weeks following the seminar’s conclusion. During the 3-month period after the seminar, 180 articles were written - an 80 percent increase over the number written during the 3-month period before the seminar (75). Thus, the impact of the seminar on journalists resulted in expanded press coverage of population matters.

USA

Campaign. In 1971 the Planned Parenthood Federation of America (PPFA) sponsored a nationwide public service advertising campaign on U.S. population growth to encourage and reinforce attitudes conducive to responsible parenthood (29). Emphasis was placed on opinion leaders and directed to young couples and youth
whose behavior would determine future national fertility rates. The strategy was to influence attitudes rather than change behavior.

A pre-campaign survey explored public knowledge and attitudes concerning the issues of population growth and family planning. Results served as the basis for developing a creative media strategy. To measure campaign effectiveness in terms of audience response, the following steps were taken:

- monitoring the amount and content of mail received by the PPFA national office;
- reviewing the character of complaints received;
- surveying new patients at PPFA clinics in seven selected locations throughout the country before and after release of the advertising material;
- surveying by telephone a resident sample in three selected counties before and after release of the advertising;
- conducting a post-campaign survey (29).

Campaign materials consisted of magazine and newspaper ads, car cards, posters for transit station platforms, radio spots, and two television spots.

Although the PPFA estimated the value of donated space and time at approximately $4.5 million on an annual basis, Elliott noted that "public service ventures do not compete with paid advertising" (29).

At approximately the same time in 1971, a major study of the use of mass media in family planning was begun in the USA, with emphasis given to paid rather than public service advertising (100). A 6-month $330,000 media campaign in four cities was intended to evaluate whether commercial media advertising could increase contraceptive use among sexually active, fertile individuals wishing to postpone or space childbearing (100).

The research design developed around household surveys of 100 women of childbearing age in some 16 cities to establish baseline data on attitudes toward contraception, family planning programs, reproductive activity, and related variables. Other surveys included a drugstore assessment of contraceptive sales, a 1970-1973 hospital survey of new mothers, and a shopping center survey.
measuring awareness and response to the advertising campaign. Although interviews with approximately 400 women at these shopping centers indicated that the campaign was successful in achieving a high level of awareness, the campaign had no measurable effect on the volume of contraceptive sales.

Harvey claims that the campaign was designed to change attitudes and yet the measurements were concerned with behavior. He points out that the consumption of contraceptive foam in the USA nearly doubled during the 1965-1970 period:

More than 500,000 new acceptors have been persuaded to adopt this method during that period. I think no knowledgeable person would question the enormous role of mass media advertising, combined with point-of-purchase visibility, in bringing about this surge in sales. The two companies concerned are experienced, professional and profitable corporations. They would not continue to spend hundreds of thousands of dollars on mass media advertising if it didn't work... (41).

Harvey asks why the advertising campaign was reported as a failure. One possibility suggested is: "The ads did not directly promote the behavior measures" (41). Reviewing the research, he noted that in their hypothesis the researchers rejected the proposition that they should proselytize for family planning because much of the market was already convinced of the values of family planning. The measurement criteria used in the study - clinic attendance and contraceptive sales at local drugstores - were consistent with the hypothesis, but the advertising was not:

Somewhere along the line the advertising agency apparently got the idea that they were to sell people on birth control rather than on where to get it and how... it is clear that much of the media effort went into motivating people about family planning rather than convincing them to attend a specified clinic or buy a specified product. In a campaign designed to change attitudes, a fair measure of success would be the extent to which attitudes are changed, but that was not measured (41).
Mailings. Four mailing projects in the USA were concerned primarily with the increase of knowledge and the diffusion of information, not with increased contraceptive practice. Under the auspices of the Community and Family Study Center of the University of Chicago, three of them were carried out from 1962 to 1964, and were quite experimental; the fourth mailing occurred in 1972.

The first study involved the mailing of letters to 4,005 persons in Chicago who had been selected from two sampling frames: public assistance rosters and precinct voting lists (9). Each letter included a postcard which, when returned, entitled the respondent to a 56-page booklet on family planning and other materials including two postcards for friends. Such a procedure was referred to as "chaining." Ninety percent of the 4,005 actually received the first mailing; 13 percent returned their postcards. Of those receiving cards from people in the first round of mailing, 172 responded and thus became members of the second round. The third round produced 66 postcards, the fourth 33, dwindling to an eighth round producing 2 cards.

According to a report by Bogue and colleagues on a mass communication experiment on the West Side of Chicago (11), five kinds of literature were mailed out, scaled in intensity from a simple letter to several brochures. A sample of 6,100 couples was identified from Chicago’s voting lists and designated to receive one of the five combinations of literature. More than 18,000 pieces were then mailed. About 2,500 pieces went undelivered. Although the mass mailing managed to induce a rise in the number of new family planning clients, the increase was much less than expected and did not persist long beyond the mailings. However, the study lacked sufficient controls by which to directly attribute clinic attendance and contraceptive acceptance to the media campaign or any of its components.

The third experiment involved a mailing sent to residents of an area in Kentucky whose names appeared in newspapers as parents of newborn infants (10). The mailing explained the local family planning program and included an offer of a 56-page booklet, "Family Planning Made Easy and Inexpensive," a return card, and a free mailing envelope. A procedure for "chaining" was also part of this experiment. Of 673 cards returned, 66 were from the first mailing. The report on this study did not, though, include
information on the size of the mailing.

The fourth mailing experiment took place in a Tennessee county (67), where in-depth interviews were conducted with a random sample of 300 welfare mothers aged 15 to 44 - 7.5 percent of the approximately 4,000 welfare mothers in that county.

Approximately three weeks before the interviews a random half of the sample of 300 was mailed a list of 14 public clinics providing family planning services within the county; a cordial letter pointing out that the clinics were free and available to everyone and encouraging the recipient to discuss the clinics and family planning with friends, relatives, and neighbors; and free packets of birth control booklets, each containing information about contraceptive methods. Two of the three packets had this note attached: "Please give these extra booklets to a friend, relative, or neighbor." The mailing's objectives were to enhance the recipient's factual knowledge of contraception and encourage the recipient to ask and tell others about family planning, therefore actually participating in the diffusion process. The results showed that the level of family planning knowledge among those sent the direct mailing was somewhat improved. Women who were sent the direct mailing talked about family planning to twice as many people as those in the control group - those not on the mailing list. Thus, it appears that the mailing did act as a diffusion catalyst.

Newspapers. Question-and-answer columns appear in the newspapers of many countries, and this style is very popular in the USA. The Planned Parenthood Association of Chicago maintained a question-and-answer column on family planning for seven years in an ethnic newspaper (87). Apparently it was widely read; letters received dealt not only with contraception but also with general health, sex education, and population questions.

In 1968, the Carolina Population Center of the University of North Carolina at Chapel Hill (USA) developed a similar column, titled "Family Planning and Health," which was meant to reach women in rural areas through rural weekly newspapers. By 1972, 40 such weeklies with an average circulation of 5,000 received the column. In that year there were 791 requests for information (4).

In a major experiment with media in the USA, advertisements for four test cities - Memphis, Tennessee; Portland, Oregon;
Jackson, Mississippi; and Altoona, Pennsylvania - were placed in a local daily, as well as ethnic and weekly community newspapers (100). Following the campaign, an analysis concluded that no increase occurred in any of the cities in the number of respondents who said they saw birth control advertising in newspapers. The effort expended on the newspaper campaign, however, was less intense than that on television and radio (101).

A PPFA mass media campaign was based on free public service advertising (29). Sets of family planning ads were prepared, then mailed to 1,800 daily newspapers and 1,500 specialized college, trade union, and ethnic newspapers. Readers were invited to write for further information. The response for all media was more than 5,000 letters; however, most letters were in response to television advertising. A telephone survey before and after release of the advertising showed little or no change in the number of respondents who saw advertising dealing with population or family planning. A nationwide survey, conducted after the campaign to detect general changes in attitudes or opinions, found none that were directly traceable to the campaign (29).

Radio. A 6-month, $330,000 multimedia advertising campaign undertaken in 1970-1971 in four U.S. cities, sought to evaluate whether, to what extent, and at what cost television, radio, newspaper, and magazine commercial advertising could increase contraceptive use among sexually active, reproductive-age individuals wishing to postpone, space, or terminate childbearing.

In two cities - Portland, Oregon, and Memphis, Tennessee - after several hundred radio and television commercials were broadcast each month for 6 months, it was concluded that virtually every person in the intended audience of women aged 15-44 was reached three or four times a week. In the other two, lower input cities - Altoona, Pennsylvania, and Jackson, Mississippi - about 90 percent of the intended audience was reached once or twice a week during the campaign. Interviews with 100 women each week in each of the four media cities and a control city showed that the campaign was successful in achieving a high level of awareness. During the campaign the percentage of women hearing radio advertisements about family planning went from a pre-campaign 20 percent to above 50 percent for all areas, with one high of 80 percent.
In October 1971, the PPFA sponsored a nationwide public service advertising campaign on the problem of U.S. population growth (29). A selection of mass media was used, including a set of 10-, 30-, and 60-second radio spots which were prepared and mailed to four radio networks and some 5,000 local stations. The public service campaign was supported by the Advertising Council, a nonprofit U.S. group. As is customary for this kind of campaign, the material was sent to the various stations unsolicited. Each mailing was accompanied by a letter explaining the campaign and urging support. As the campaign was a free public service, the media were at liberty to broadcast the information as they chose. But in appraising the use of the materials, Elliott observed that "the radio... stations which responded best had all been contacted personally by local Planned Parenthood representatives..." (29).

Post-campaign nationwide surveys were designed to detect general changes in attitude or opinions toward the subject covered in the advertising, rather than to pick up any direct response to the advertising itself. These surveys showed that changes did occur but none were believed traceable to the campaign (29).

Telephone. The first telephone service for family planning information appears to have started in New York City in March 1968 (24). Information about the telephone program, designed to increase use of existing family planning services, was included in a booklet describing the sources of these services in New York City. Social service agencies distributed 25,000 booklets. Some 6,000 posters in English and Spanish were displayed in buses and subway cars as a public service. Public service, or free time, for 30- and 60-second television spot announcements was provided. In addition, 150,000 booklets on birth control, fertility, abortion, and related subjects were distributed. The New York City Department of Social Services described the service in a newsletter sent to 385,000 adults, and advertisements appeared in the city's largest daily newspaper.

When the service began, 300 calls per month were recorded; in six months the volume rose to 1,421. About 90 percent of the calls were from women and came from all parts of the city. By far, the largest number of requests for information concerned contraceptive services and their availability.
More than 7,000 inquiries occurred in the first seven months, with the majority of callers referred to various family planning services. The impact of the telephone program on increased acceptance of family planning was significant: for example, five health departments and clinics reported the need to schedule additional clinic sessions soon after the information service began (24).

Television. Various studies of television use in family planning information campaigns in the USA reveal that the medium has helped to increase community awareness of family planning advertisements and their content. As a result of such awareness, clinic attendance has increased significantly in some areas of the country.

With a population of more than 215 million people, the USA has approximately 99 million television sets with 2.7 viewers per set. It is therefore not surprising that family planning agencies have made wide use of television. For example, Hutchinson reports on television use by affiliates of the PPFA for fund-raising promotions and client recruitment in the USA - such as those in Baltimore, Maryland, New York City, and Pittsburgh, Pennsylvania, which produced their own video spot announcements. In 1965 Planned Parenthood agencies began to produce fundraising spots for use by members. By 1967 about 170 TV stations in U.S. cities were using them (44).

In 1968 two television spots to launch a nationwide effort to recruit clients were developed by PPFA. One was based on the traditional testimonial approach: satisfied clients telling in their own words why they used contraception and what it meant to them. The second featured a switchboard operator in a family planning agency giving information to a caller. The operator answered the client's questions and the service that the operator described was visualized: "Of course, you'll see the doctor..." and on the television screen the viewer sees a doctor with a patient, reception room, children's play area, and an interview with a social worker. The spot graphically portrayed what a family planning clinic and staff look like and the audience saw a typical patient visit from start to finish (44).

Both television spots conveyed a considerable amount of information. The testimonial spot was intended to be more motivational in character; that is, it was hoped that the endorsement by
real clients with whom the viewer could identify might change or at least reinforce a women's motivation to use birth control methods. The telephone operator's spot was considered more informational, presenting a clear idea of a family planning clinic. The two spots were produced in 20- and 60-second versions. Each included a telephone number to call for information and was scheduled to run for a two-month period.

Hutchinson reported that:

...51 percent - approximately every other person who called during the two-month period - made and kept an appointment at the center. More than two-thirds of our new patients reported that they had seen one of the spots on TV, one or more times. One-fourth of all our new patients during this period reported that they came to Planned Parenthood as a result of seeing one of the spots (44).

Surprisingly, the informational spot produced more than three times as many calls as the testimonial spot and "more definite appointments were attributable to the informational spot" (44).

The spots, which were produced in Buffalo, New York, were then released to 200 local stations and aired on the national TV networks 50 times in a two-month period. A study of 23 affiliates in various parts of the country who used the spots during the test period showed that the proportion of new clients doubled among those who heard about the service through television during the exposure period when compared with the same period in the previous year.
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