



EAST-WEST CENTER

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## **Thirty-Sixth Summer Seminar on Population**

**31 May – 30 June 2005 ■ Honolulu, Hawaii**

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*The 2005 Summer Seminar on Population will consist of three workshops:*

### **Workshop 1**

- **Evaluating the Impact of Reproductive Health Programs**

### **Workshop 2**

- **Livable Cities in Pacific Asia: Research Methods for Policy Analysis**

### **Workshop 3**

- **Communicating with Policymakers about Population and Health**
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*For further information and application forms, contact:*

#### **36th Summer Seminar on Population**

East-West Center, Population and Health Studies

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The Thirty-Sixth Summer Seminar on Population is partially supported by the William and Flora Hewlett Foundation.

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# Workshop One

# Evaluating the Impact of Reproductive Health Programs

**R**eproductive and sexual health is fundamental to individuals, couples, and families, as well as the social and economic development of communities and nations. Improving maternal health, reducing child mortality, and combating HIV/AIDS are key components of good reproductive health, which is broadly defined as “a condition in which the reproductive process is accomplished in a state of complete physical, mental, and social well-being.”

To meet the goal of ensuring good reproductive health for all, governments and other agencies in many developing countries commit substantial resources for program implementation. The rationale is that high-quality and widely accessible reproductive health services—along with program activities that enhance knowledge and promote healthy behavior—add up to a strong positive influence on the health status of men, women, and children.

Despite widespread interest in the effectiveness of reproductive health programs, there have been few rigorous evaluations of their impact on health. Yet careful evaluation of program impact is essential if policymakers and managers are to make informed decisions about whether or not to continue existing programs or to make program changes aimed at improving effectiveness.

In a context of limited resources and growing concern about the performance of public programs in general, evaluation plays an important role by providing concrete evidence of the impact of program actions on target populations. Good evaluation uses appropriate research methods to determine whether programs have positive effects on their target populations and to assess the magnitude of those effects. Answers to these questions are essential for program design, implementation, and modification.

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## **WORKSHOP OBJECTIVES**

This workshop, cosponsored by the East-West Center and the MEASURE Evaluation Project, will provide intensive training in the concepts of program evaluation and in state-of-the-art tools and techniques for evaluating program impact. The goal is to provide researchers and other professionals responsible for the evaluation of reproductive health programs with appropriate conceptual frameworks, quantitative methods, and related skills. Another important objective is to develop criteria for choosing the appropriate statistical techniques for program impact evaluation given different scenarios of data availability and program characteristics.

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## **WORKSHOP SESSIONS**

Participants will begin by reviewing the basic concepts for developing sound, practical monitoring and evaluation plans. They will then review conceptual frameworks for monitoring and evaluation, examine data systems, select reproductive health indicators, and review experimental and observational research designs for conducting impact evaluation. Exercises and practical applications will use the Stata statistical software. There will be sessions on survey sample design and on calculating and interpreting reproductive health indicators.

The workshop will include intensive training on statistical techniques for evaluating program impact. This hands-on training will cover the following areas:

- Choosing appropriate designs for impact evaluation studies
- Evaluating programs using simple and multilevel regression analysis
- Detecting and solving common problems such as endogeneity
- Using suitable methods for analyzing longitudinal or panel data sets

Sessions will also cover techniques for measuring socioeconomic status and designing samples for facility-based surveys. Focusing on the practical application of these skills, participants will work in small groups to conduct analyses using real data sets and will present their results back to the workshop. Participants are encouraged to bring their own data sets related to evaluations they are carrying out in their countries.

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**WHO SHOULD ATTEND?**

The workshop is designed for mid-level health and population researchers, administrators, program managers, and other professionals involved in the implementation and evaluation of reproductive health programs. Computer literacy, experience with data systems, and basic statistical knowledge (including some knowledge of regression analysis) will be essential.

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**COORDINATORS**

**Minja Kim Choe** (Ph.D. University of Hawaii) is a Senior Fellow in Population and Health Studies at the East-West Center. Dr. Choe has published many articles on the application of statistical methods to the study of demographic and health behavior and is coauthor (with Robert D. Retherford) of *Statistical methods for causal analysis* (New York: John Wiley, 1993). Her current research includes reproductive health in Asia, analysis of risk-taking behavior among Asian youth, and changes in family formation in East Asia. She has conducted many training workshops on impact evaluation and statistical methods.

**Gustavo Angeles** (Ph.D. University of North Carolina) is an Assistant Professor in the Department of Maternal and Child Health at the University of North Carolina and a Fellow of the Carolina Population Center. His research focuses on analysis of the impact of socioeconomic factors on health outcomes and individual health-related behavior. He has conducted program impact evaluation studies in Paraguay, Nicaragua, Peru, Tanzania, and Bangladesh and has led many training workshops on impact evaluation and statistical methods. Dr. Angeles has also conducted research on evaluation of targeted programs and the application of multilevel techniques for studying health-seeking behavior and program impact. He is currently Deputy Director of the MEASURE Evaluation Project.

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**RESOURCE PERSON**

**Paul Stupp** (Ph.D., Princeton) is a Statistician/Demographer in the Division of Reproductive Health, Centers for Disease Control and Prevention (CDC), and an Adjunct Assistant Professor in the Department of International Health, Emory University. He is currently the technical lead for CDC's International Reproductive Health Surveys, which have been conducted in Eastern Europe, Eurasian republics, Latin America, and Africa. His research has focused on methodological innovations in survey design, indicator development, and sampling.

## Workshop Two

# Livable Cities in Pacific Asia: Research Methods for Policy Analysis

In the decades ahead, a substantial share of global population growth will take place in the cities and towns of Pacific (East and Southeast) Asia. Every year, an average of 22 million people in the region are born in, move to, or have their homes incorporated into cities. By 2030, the total urban population of Pacific Asia will reach 1.5 billion, and a projected 62 percent of the region's population will live in cities, up from 43 percent in 2003. In contrast to the nearly 600 million new urbanites, the rural population of the region will shrink, with an overall loss of nearly 300 million by 2030.

This urban transition of Pacific Asia societies is an uneven process. Most urbanization in the region is focused on a few “mega-urban regions” that are rapidly expanding into rural hinterlands. Extending far beyond the “mega-cities” defined by administrative boundaries, these giant urban agglomerations have already reached sizes of more than 10 million people. Some—such as Tokyo, Jakarta, and Manila—have surpassed 20 million. These urban regions also account for larger and larger shares of national populations. Seoul, for example, is now the home of nearly half of the total population of South Korea. For the Gross Domestic Product (GDP) and other indicators of power and prosperity, the urban share is even greater.

Such national trends are linked with processes of globalization. Revolutions in information and transportation technologies allow the articulation of the global economy through an emerging network of cities, and some of the fastest growing of these cities are in Pacific Asia. Both assembly-line operations and the higher-order services needed to manage global corporate systems are moving from the North to these mega-urban regions. Increases in wealth are accompanied by the expansion of an urban middle class with rising levels of consumption, as manifested in the spread of shopping malls and gated suburban housing.

All of these processes of growth and change have restructured both the urban landscape and daily life in cities. While mega-urban regions are the focus of great advances in economy and human capital, evidence suggests that many aspects of life in these cities need closer attention. Pacific Asia has some of the most environmentally degraded cities in the world, with the quality of air, water, and land in serious jeopardy. In addition, poverty and slum formation remain pronounced, traffic congestion is a major issue, and public and open spaces for civic engagement and daily social encounters are under duress.

Given the number of people who will be living in these mega-urban regions, enhancing the quality of life in cities has become a pressing policy concern. This workshop focuses on research methods for policy analysis to improve life in the mega-urban regions of Pacific Asia. It will bring together the human-welfare dimensions of population studies and urban policy. Perspectives from related fields, such as environmental management, development studies, and the social and political dynamics of governance, will offer insights into key urban policy and planning issues. Globalization processes, including international migration and foreign investment, will also be assessed in terms of urban impacts and policies.

The workshop builds on the complementary knowledge and experience of Population and Health Studies at the East-West Center and the Globalization Research Center at the University of Hawaii.

### ■ Workshop Objectives

Participants in the workshop will divide their time between individual projects for presentation to the workshop and a common program of reading and intensive discussion around key issues. These include:

- Environment and environmental services at the urban scale
- Poverty and the environment, with a focus on urban slums
- "Lifeworlds," or manifestations of culture in public/civic spaces, and urban design
- Factors bearing on personal well-being, including health, education, poverty, and income distribution
- Economic resilience (the maintenance of viable economies for the long term)
- Governance and urban management (with a focus on issues of democratization, accountability, transparency, and corruption)

Sessions will also explore various quantitative and qualitative methods of analysis, including:

- Data systems to support mega-urban planning and governance: geographic information systems (GIS) and other innovative approaches using population censuses and other sources of quantitative data
- Action-oriented research such as participatory appraisal

### ■ Who Should Attend?

Participants in the workshop will be researchers and policy analysts in

and outside of government as well as advanced graduate students concerned with any of the crucial dimensions of the management of mega-urban regions. Individuals who anticipate having a continuing role in either research or policy are particularly encouraged to apply.

### ■ Coordinators

**Michael Douglass** (Ph.D. University of California at Los Angeles) is Director of the Globalization Research Center and a Professor and former Chair of the Department of Urban and Regional Planning at the University of Hawaii at Manoa. He previously taught at the Institute of Social Studies in The Hague and at the School of Development Studies, University of East Anglia, U.K. He has also been a Visiting Professor at Stanford University, the University of California at Los Angeles, and Thammasat University, Thailand.

A specialist in planning in Asia, Dr. Douglass has contributed to numerous research and planning projects throughout the region and has been a consultant for international development agencies as well as national and local governments in Asia. He has advised university programs in education planning in Indonesia, Australia, China, and the U.S. His current research includes the urban transition and spaces of democracy, world cities and the dynamics of mega-urban regions, international migration and global householding, and livable cities.

**Peter Xenos** (Ph.D. University of Chicago) is a Senior Fellow at the East-West Center. He is a sociologist and demographer whose most recent research has examined youth issues and policies in Asia, the long-term social transformations of Asian

youth, configurations of the transition to adulthood across Asia, and the methodologies underlying survey assessments of Asian youth.

In recent years, Dr. Xenos has been involved in youth research projects in Hong Kong, Indonesia, Nepal, Pakistan, the Philippines, Thailand, and Vietnam. He has written on the youth bulge in Asian societies and has conducted research on the demography of youth in Asian cities.

### ■ Resource Persons

**James Spencer** (Ph.D. University of California at Los Angeles) is Assistant Professor in urban planning and political science, University of Hawaii. His contribution to the workshop will focus on quantitative methods and GIS.

**Liling Huang** (Ph.D. National Taiwan University) is Assistant Professor in urban design at Ming Chuan University, Taiwan. She will lead workshop sessions on participatory urban design and civic and public space.

**Michael Leaf** (Ph.D. University of California at Berkeley) is Director of the Center for Southeast Asia Studies and Associate Professor of Urban Planning at the University of British Columbia. His contribution to the workshop will include urban slum upgrading, housing, and the environment.

**Kem Lowry** (Ph.D. University of Hawaii) is Professor and Chair, Department of Urban and Regional Planning, University of Hawaii. For this workshop, he will focus on methods of policy and project evaluation and community environmental management.

## Workshop Three

# Communicating with Policymakers about Population and Health

Population and health researchers, managers, and practitioners tend to be deeply concerned about government policies, programs, and resource-allocation decisions that affect population and health services and their clients. These professionals often have long experience with programs, extensive knowledge of user needs, and access to demographic surveys, censuses, and other studies that should play a key role in guiding policy decisions. Yet all too often, their knowledge, experience, and research findings fail to reach influential audiences and, consequently, are not used to shape policies and programs.

This communication gap arises for a number of reasons. Population and health professionals may be unfamiliar with the policy process and the information needs of policymakers. In other cases, they may fail to see the policy relevance of their own knowledge and experience. As a result, they do not make the extra effort to communicate in nontechnical language to policymakers or to shape messages specifically for policy audiences.

The East-West Center and the Johns Hopkins University Center for Communication Programs (JHU/CCP) have, between them, more than 20 years of experience conducting workshops to improve communication among population and health researchers, practitioners, managers, and policymakers. The Information and Knowledge for Optimal Health Project (the INFO Project), based at JHU/CCP, expands on this combined experience.

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### WORKSHOP OBJECTIVE

The objective of this workshop is to increase the use of professional knowledge and experience as well as population and health research findings for the improvement of policies and programs. Sessions are designed to help participants identify the policy implications of population and health information, to understand how information can influence the policy process, and to communicate information in simple and compelling formats. Specifically, participants will:

- Identify policy goals and processes
- Create a policy-level communication strategy
- Use the Internet and print media to obtain information on population and health that supports their research
- Develop skills for communicating with policymakers and working with the media

Each participant will have several opportunities to make oral presentations and written summaries in appropriate formats for policy audiences. Participants will learn how to use computer-graphics software to enhance their oral and written presentation skills.

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### WHO SHOULD ATTEND?

The workshop is designed for researchers, program managers, and other professionals in fields related to population and health. Participants should have previous computer experience and be fluent in English. Each participant should bring project data or research results from their own work that can be used to address a policy problem.



## ■ Workshop Sessions

Plenary and small-group sessions will emphasize a hands-on, participatory approach. The workshop will cover seven areas:

### ■ *Exploring the information-to-policy gap*

Participants will examine contradictory ideas about the policy process, differing roles of policymakers and population and health professionals, and barriers to the use of project experience and research findings in policymaking. Roundtable discussions will generate ideas on how to overcome communication barriers.

### ■ *Obtaining information on population and health*

Participants will learn how to find and make effective use of electronic sources of information related to their professional concerns.

### ■ *Developing strategies for communicating with policymakers*

Each participant will develop a comprehensive communication strategy that includes analysis of the policy context of their work and identification of key objectives, primary and secondary audiences, compelling messages, and appropriate channels and formats. Discussion will cover how to identify communication opportunities and design and carry out an action plan.

### ■ *Communicating research results through the media*

A comprehensive policy-communication strategy requires an understanding of how to work effectively with journalists. Participants will design a media strategy to communicate to policymakers through newspapers, radio, and television. Skill-building exercises will include drafting a press release, practicing

interview techniques, and learning how to build and maintain good relationships with journalists.

### ■ *Writing fact sheets and policy memoranda and conducting policy briefings*

Program information and research results must be presented in concise formats that policymakers can absorb quickly. Participants will prepare fact sheets based on current population and health data in their home countries and policy memoranda based on a case study. In role-play exercises, they will conduct policy briefings for high-level government officials.

### ■ *Making oral presentations using computer graphics*

The workshop will provide hands-on training in computer-graphics presentations using PowerPoint. Each participant will prepare a 10- to 15-minute oral presentation of research results or project information for a policy audience, using computer graphics. Presentations will be videotaped and critiqued. Sessions will introduce a step-by-step approach to organizing effective policy presentations and will provide design tips for presenting text, graphs, flowcharts, and photos.

### ■ *Sharing the knowledge and skills gained at the workshop*

Participants will learn effective ways to share strategic approaches and communication skills with students and colleagues.

## ■ Coordinators

**Sidney B. Westley** (B.A. Smith College) is Communications Specialist in Population and Health Studies at the East-West Center. Over the past 30 years, Ms. Westley has worked as a writer, editor, and communications director for international

research organizations in Ethiopia, Kenya, and the United States. She has taught courses in science writing for researchers and in science reporting for journalists.

**Phyllis Tilson Piotrow** (Ph.D. Johns Hopkins University) was the founder and first Director of JHU/CCP. Earlier in her career, she served as legislative assistant to a U.S. Senator and was the first Executive Director of the Population Crisis Committee, now Population Action International. She is the author of *World population crisis: The United States response* (1972), *Health communication: Lessons from family planning and reproductive health* (1997), and *Advancing health communication: The PCS experience in the field* (2003).

## ■ Resource Persons

**Margaret A. D'Adamo** (M.L.S., University of Maryland; M.S.B., Johns Hopkins University) has a range of experience in the management of information resources. She manages Reproductive Health Gateway ([www.rhgateway.org](http://www.rhgateway.org)), an information portal for reproductive health professionals, and has provided training in the use of information resources in Africa and Asia. She is currently Manager of Networking and Best Practices for the INFO Project.

**Gladys Villanueva-Parmelee** (B.A. University of the Philippines) is a consultant and former Health Education and Promotion Officer with the Philippines National AIDS Council. She provides technical assistance to government and private-sector agencies in developing materials, training, advocacy, media campaigns, social mobilization, and policy formulation.

# Information for Applicants

*The 2005 Summer Seminar on Population will consist of three workshops:*

- **Workshop 1: Evaluating the Impact of Reproductive Health Programs**
- **Workshop 2: Livable Cities in Pacific Asia: Research Methods for Policy Analysis**
- **Workshop 3: Communicating with Policymakers about Population and Health**

All workshops will be held at the East-West Center in Honolulu, Hawaii, from 31 May to 30 June 2005. Each workshop will have an independent instructional program, but common activities will provide ample opportunity for professional interaction among all participants.

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## **SELECTION CRITERIA**

Applicants for the Summer Seminar on Population should be university graduates proficient in English with training and experience in a field relevant to the topic of their workshop. Preference will be given to applicants holding appointments with universities, government agencies, or private organizations involved in population and health research or programs and to doctoral candidates whose dissertation research is directly related to the workshop topic.

Individuals will be selected on the basis of their potential contribution to one of the Seminar's workshops and to future professional work. Assessment of each applicant's potential contribution will be based on the information provided in the application form plus the required workshop statement, other materials submitted as part of the application, and evidence of relevant experience and interest. In preparing application materials, applicants should take care to address the selection criteria that are specified in the relevant workshop description.

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## **APPLICATION PROCEDURES AND DEADLINES**

Applicants who wish to take part in the 2005 Summer Seminar on Population should send the completed application form and other application documents as soon as possible to:

### **36th Summer Seminar on Population**

East-West Center, Population and Health Studies

1601 East-West Road, Honolulu, Hawaii 96848-1601, U.S.A.

Telephone: 1-808-944-7410 (Peter Xenos)

or: 1-808-944-7267 (June Kuramoto)

Fax: 1-808-944-7490

Email: [sumsem@eastwestcenter.org](mailto:sumsem@eastwestcenter.org)



Information on the 36th Summer Seminar on Population is available on the East-West Center website at: [www.eastwestcenter.org/events-ce-detail.asp?conf\\_ID=563](http://www.eastwestcenter.org/events-ce-detail.asp?conf_ID=563). Application forms can be downloaded from the web site.

**Application material should arrive in Honolulu by 31 December 2004.** Applications sent by fax or email should be followed by an original sent by air mail. Incomplete applications will not be considered. Acceptance letters will be sent out by early February.

Prospective applicants are advised to seek funding from their home organizations or from national or international agencies. The East-West Center can only provide tuition waivers to a very few outstanding candidates. Apart from these limited sources, applicants are expected to seek their own financial support. In submitting applications, evidence that support is available should be forwarded to the East-West Center as soon as possible. **Confirmation of funding is essential before documents can be sent out for visa purposes.**

All applicants should apply directly to the East-West Center in Honolulu.

**SEMINAR COSTS**

The table above gives estimated participant costs for the 2005 Summer Seminar. These costs include all activities in Honolulu. **They do not include air travel.**

Graduate-student housing is available at the East-West Center. Accommodations comprise private rooms in all-male, all-female, or mixed dormitory areas, all with shared bathrooms and kitchens. The cost for the month is \$510.

<b>PARTICIPANT COSTS</b>	
Tuition	\$4,000
Housing (dormitory)	\$510*
Housing (apartment)	\$1,230*
Subsistence in Honolulu (\$30/day)	\$930
Health/repatriation insurance	\$200
Activity fee/bus pass	\$150
Total (not including airfare)	
With dormitory accommodation	\$5,790
With apartment accommodation	\$6,510

\*For arrival on 31 May and departure on 30 June 2005.

A very limited number of small apartments are also available on a first-come-first-served basis. These have private kitchenettes and bathrooms. The cost is \$1,230.

**Workshop 2**

Coordinator: Peter Xenos  
([xenosp@eastwestcenter.org](mailto:xenosp@eastwestcenter.org))

**Workshop 3**

Coordinator: Sidney B. Westley  
([westleys@eastwestcenter.org](mailto:westleys@eastwestcenter.org))

**STAFF**

**Population and Health Studies**

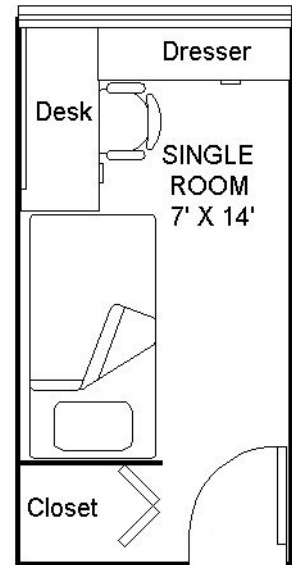
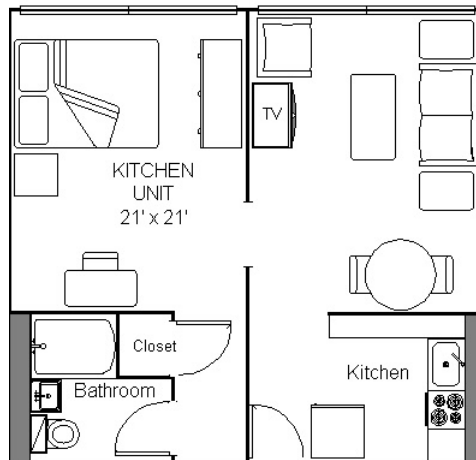
Coordinator: Robert Retherford  
([retherfo@hawaii.edu](mailto:retherfo@hawaii.edu))

**Summer Seminar on Population**

Coordinator: Peter Xenos  
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Program Officer: June Kuramoto  
([kuramotj@eastwestcenter.org](mailto:kuramotj@eastwestcenter.org))

**Workshop 1**

Coordinator: Minja Kim Choe  
([mchoe@hawaii.edu](mailto:mchoe@hawaii.edu))



Housing options available for East-West Center Summer Seminar participants: dormitory room (above) and apartment (left).

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## **EAST-WEST CENTER**

The U.S. Congress established the East-West Center in 1960 with a mandate 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 a public, nonprofit institution with an international Board of Governors. Funding comes from the U.S. government, with additional support provided by private agencies, individuals, corporations, and a number of Asian and Pacific governments. The East-West Center conducts basic and applied research, offers professional education and training, and facilitates the exchange of information between policymakers and scholars on issues of mutual concern to countries in the region. In the area of population and health, an important goal is to improve understanding of how social, economic, cultural, political, and environmental conditions interact with health and demographic trends.

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## **THE INFO PROJECT: JOHNS HOPKINS UNIVERSITY CENTER FOR COMMUNICATION PROGRAMS**

The Center for Communication Programs (JHU/CCP) was established in 1988 within the Johns Hopkins University Bloomberg School of Public Health to focus on the central role of communication in health behavior and in social change and to provide leadership in the field of behavior-change communication. JHU/CCP receives funding from the United States Agency for International Development (USAID) and other public- and private-sector donors. The Information and Knowledge for Optimal Health Project (the INFO Project), which is based at JHU/CCP, has as its mission to support healthcare decision-making in developing countries by providing global leadership in reproductive health knowledge management. Through collaborative approaches and the innovative use of sustainable technology, INFO:

- Informs those who influence and improve healthcare and public health
- Enhances the capacity of communities and organizations to obtain, adapt, and generate knowledge and best practices
- Connects communities, organizations, and individuals locally and globally to facilitate knowledge sharing and dialogue

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## **MEASURE EVALUATION PROJECT**

The MEASURE Evaluation Project is a Cooperative Agreement between the University of North Carolina at Chapel Hill and the United States Agency for International Development (USAID). MEASURE Evaluation develops and applies methods for monitoring and evaluating population, health, and nutrition programs in developing countries and works on improving monitoring and evaluation capabilities through technical assistance and capacity building.