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**INSTITUTION BUILDING IN POPULATION COMMUNICATION**

**AT THE EAST-WEST CENTER**

**ANNUAL REPORT 1973**

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**EAST-WEST COMMUNICATION INSTITUTE**

*Cover design by John Shklov*

**THE EAST-WEST CENTER** is a national education institution established in Hawaii by the United States Congress in 1960. Formally known as "The Center for Cultural and Technical Interchange Between East and West," the federally funded Center is administered in cooperation with the University of Hawaii. Its mandated goal is "to promote better relations between the United States and the nations of Asia and the Pacific through cooperative study, training, and research."

Each year about 1,500 men and women from the United States and some 40 countries in the Asian/Pacific area exchange ideas and cultural insights in East-West programs. Working and studying with a multinational Center staff on problems of mutual East-West concern, participants include students, mainly at the postgraduate level; Senior Fellows and Fellows with research expertise or practical experience in such fields as government, business administration or communication; mid-career professionals in non-degree study and training programs at the teaching and management levels; and authorities invited for international conferences and seminars. These participants are supported by federal scholarships and grants, supplemented in some fields by contributions from Asian/Pacific governments and private foundations.

A fundamental aim of all East-West Center programs is to foster understanding and mutual respect among people from differing cultures working together in seeking solutions to common problems. The Center draws on the resources of U.S. mainland universities, Asian-Pacific educational and governmental institutions, and organizations in the multi-cultural State of Hawaii.

Center programs are conducted by the East-West Communication, Culture Learning, Food, Population, and Technology and Development Institutes; Open Grants are awarded to provide scope for educational and research innovation, including emphasis on the humanities and the arts.

**THE EAST-WEST COMMUNICATION INSTITUTE** concentrates on the use 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; conducts a world-wide Inventory-Analysis of support, services, and country program needs in communication programs; 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.

**EAST-WEST COMMUNICATION INSTITUTE**

● Wilbur Schramm, Director

● Virginia Jamieson, Publications Officer

**INSTITUTION BUILDING IN POPULATION COMMUNICATION**

**AT THE EAST-WEST CENTER**

**ANNUAL REPORT 1973**

**East-West Communication Institute  
East-West Center  
1777 East-West Road  
Honolulu, Hawaii 96822**

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## SUMMARY AND HIGHLIGHTS

THE East-West Communication Institute (EWCI) is one of the five problem-oriented institutes of the East-West Center in Honolulu, Hawaii. The Center was established by act of Congress in 1960 to serve as a national educational institution in cooperation with the University of Hawaii. The mandate of the Center is "to promote better relations and understanding between the United States and nations of Asia and the Pacific through cooperative study, professional development and research."

### Mandate

The institutes make available fellowships for graduate students and distinguished professionals, conduct workshops and conferences, carry out collaborative research, and publish results of their projects. EWCI stresses the areas of popular culture, and international and developmental communication. Much of the work in developmental communication focuses on population and family planning information, education, and communication (IEC) and is funded by USAID through an institution-building grant (csd-2977) and an Inventory-Analysis Project contract (csd-2878).

### Institutes' Activities

The purpose of the grant is to enhance the institutional capability of the EWCI to serve as an information, education, and communication (IEC) resource for population programs. By increasing EWCI's capability, the grant enables the Institute to devote increased attention to meeting the pressing needs for broad improvement in population IEC support through its programs of research, education, and professional development. While the Institute draws on the grant for support, the grant draws on Institute resources in the field of communication generally and particularly in other areas of developmental communication which have implications for the population problem.

### EWCI Grant

Increased  
Activity

During Fiscal Year 1973, additions to the professional staff permitted an increased scope and activity level of population IEC resource base projects. There was an increased demand for Institute services in professional development programs and for research documentation and other IEC materials. A case study program was underway to answer some of the practical questions of program administrators.

Extended Staff

In addition to its own staff, the Institute could draw upon the services of some thirty members of an "extended staff" of IEC specialists who provided additional resources for Institute professional development activities, collaborated on case study research or on Inventory-Analysis Project country studies, or served as consultants on related activities at the Institute. A further group of IEC institutions and individuals in Asia and elsewhere also assisted in case studies, provided field internships for participants in Institute workshops, or regularly nominated participants for these programs.

Professional  
Development

A major program emphasis during Fiscal Year 1973 was a re-evaluation of Institute training activities. A review of the two specialist and two participant workshops held during this fiscal year and the previous year showed that the participants for both programs were essentially the same, although in each group individuals needs and experience levels varied.

To reduce the inefficiency of running two programs for much the same clientele and at the same time provide a program flexible enough to meet a number of professional needs within the IEC field, a new professional development program was designed. The new program offers a number of modules, or learning units, from which the participant can select those most appropriate for him. The program was endorsed by the Institute's International Advisory Committee and AID, and plans were laid to launch the first program in Fiscal Year 1974.

Commercial Resources

A successful international conference was held on the use of commercial resources in population IEC and generated a number of practical publications for family planning administrators in this relatively new field.

As a result of its growing reputation around the world, some 250 people in family planning programs and international assistance agencies visited the Institute for an orientation to its IEC activities, or to participate in individualized study programs. Three United Nations organizations called upon the Institute to conduct international programs in population IEC topics. Family planning programs and assistance agencies provided support for a number of the persons who participated in professional development programs.

### Study Programs

There was an increased demand for documents from the Institute's IEC materials service, and the Institute devoted much time to improving its resources for providing vital research information to action programs. Documents, annotations, and summaries were prepared and to be pretested early in Fiscal Year 1974. A computer retrieval system developed and expanded. The Institute's IEC Newsletter, which provides information on new ideas in IEC throughout the world, was also in increasing demand. At the end of the year, the newsletter was being sent to 2,700 persons, of whom 65 percent were from developing countries.

### IEC Materials Service

The first Inventory-Analysis reports on international assistance for population IEC were distributed during the year to some 700 key persons in IEC around the world. A series of country studies was also launched and is now generating information on country IEC needs--in such areas as training and research--useful to the EWCI as well as other organizations. Plans were made to summarize this and other Inventory-Analysis information in topical reports and "state-of-the-art" papers during the coming year.

### I-A Reports

The first case studies were completed during the year, generating information on such practical problems in population IEC as increasing elite support and improving IEC administrative communication. Others were planned which would examine such successful IEC methods as the Korean mothers' classes and the use of traditional midwives in Indonesia and Malaysia. Key Asian institutions actively IEC collaborated with Institute staff on these studies.

### Case Studies

Advisory Committee

The Institute's population IEC advisory committee met in April and commended the Institute's resource base activities, particularly the new professional development proposal. Wilbur Schramm assumed Institute Directorship in May and introduced new projects in other areas of development support communication. Projects planned in this area for Fiscal Year 1974 were expected to have spin-off value for population communication, which in turn would provide expertise for these new activities. Mutual support between population IEC activities and developmental support communication was expected to increase substantially through the coming year.

## I. PROFESSIONAL DEVELOPMENT

IN 1973, the IEC training activities of the Institute grew, changed, and matured through experience with the Second Participant and Second Specialist Training Workshop/Seminars; as a result of the continuing evaluation of these two programs, the EWCI model for training in population and family planning IEC was redesigned. The new modular approach was presented in detail to the International Advisory Committee in April and received enthusiastic approval. Moreover, the notion of training was incorporated into a broader concept of "professional development," more appropriate to the types of participants the new program should attract.

Other activities during the year included a highly successful international conference, initiation of a thirty-month project in population education, and development of a system of participant follow-up evaluations. Three UN agencies--UNESCO, CESI, and UNICEF--called on Institute expertise for important seminars on special IEC topics. In addition, some 250 persons visited the Institute or participated in individually tailored short-term study programs during the year.

- Participant Training
- Specialist Training
- International Conference Series
- Population Education
- Cooperative Activity with UN Agencies
- Visitors and Special Study Programs
- Follow-up Evaluation
- Professional Development Redesign

The Second  
Participant Workshop

Attendees

Expert Resources

Some Program  
Characteristics

A. PARTICIPANT TRAINING

THE INSTITUTE's second participant workshop/seminar was held from January 8 to March 23, 1973. Thirteen IEC professionals representing nine countries took part in the eleven-week program, which featured a seven-week seminar on population IEC problems at the Institute and four weeks of field study in Korea and Taiwan. The Chinese Center for International Training in Family Planning in Taichung and the Korean Institute for Family Planning cooperated with the Institute in offering the field experience.

Participants included the head of the NEPAL Family Planning Association, the IEC chief of the private association in AFGHANISTAN, the Maternal and Child Health Director of the new National Health Administration in TAIWAN, and a UN World Population Year fellow from ETHIOPIA. Support for participants was provided by AID missions, UNESCO, and national programs.

The Institute's growing staff of IEC specialists provided most of the expert resources for the program, but additional services were provided by Dr. EVERETT ROGERS, of the University of Michigan; WILLIAM O. SWEENEY, of the Ford Foundation; and JEFF C. TSAI, of the Chinese Center for International Training in Family Planning, each of whom had served in the First Participant Program.

This year's program reflected the increasing emphasis on techniques for trainers and a corresponding focus on participant "products" that has come to characterize professional development programs at the East-West Communication Institute. Before coming to Honolulu, each participant is asked to plan, in conjunction with his supervisor, an IEC project to be completed during the workshop. The resulting product can be anything which is directly related to the participant's IEC responsibility in his home country. This year's products included annual IEC work plans, outlines and syllabi for IEC, training courses for various categories of workers, audio-visual materials for client education, and research project designs. As a result of the visits of donor agency representatives, notably from the Asia Foundation, funding for some of these projects is expected. One of the

products was a joint EWCI/Seoul National University research design for an IEC Case Study on Communication Effectiveness of Mothers Classes.

## B. SPECIALIST TRAINING

THE Specialist Seminar/Workshop was designed for experienced communication specialists seeking to develop skills in population IEC, thus increasing the pool of experts available to international agencies and national programs. Two Specialist Workshops were held during the year: the first from June 26 to September 8, 1972 (although it was developed in the previous year) with seven participants; the second, February 26-May 4, 1973, had ten persons participating.

The program for each featured an intensive seminar in Honolulu followed by four weeks of field investigation in Asia and a final week in Honolulu during which specialist trainees role-played advisor/consultant roles. The seminar portion emphasized social aspects of population change, organization and management of IEC programs, and sources of technical and financial aid for IEC programs. The field study portion in both featured a design developed in the first Specialist program, with teams of participants conducting an in-depth analysis of IEC programs in an Asian country. These reports were prepared against frameworks developed, with expert assistance, during the Honolulu seminar, and were presented to a review panel during the last week of the program for the critical element of review, testing, and feedback.

Organizations which arranged field experiences for the Specialist trainees were the Chinese Center for International Training in Family Planning and the Korean Institute for Family Planning (for both workshops), the Commission on Population in the Philippines (for the first workshop), and the National Family Planning Board of Malaysia (for the second workshop).

The second workshop also featured, for the first time, studio video-taping of guest experts and lecturers to add to the Institute's training resources.

### Two Specialist Workshops

### Program Features

### Cooperating Organizations

### Resources

International  
Support

The Institute drew equally on Asian and American guest lecturers including B. ALUVIHARE, Technical Cooperation Liaison Officer, IPPF; Dr. MAJEED KHAN, UNFPA; RICHARD GAMBLE, Executive Director of the Pathfinder Fund; and DONALD CHAULS, Professor of Education, Harvard University. A participant in the first Specialist program-- MOHAMMED KHAZBAK, an Egyptian communication specialist--served as a resource participant in the second program.

The Specialist program continued to attract the strong support of international assistance agencies. Candidates were sponsored by UNESCO, ILO, UNFPA, CESI, USAID missions and the Asia Foundation. However, the original concept in which such agencies would designate communication specialists for assignment as IEC consultants to countries other than their own has not materialized. Instead, they have selected professionals from country programs who return to the same positions. Often they are not primarily IEC people; they are more likely to be from health and labor education, statistical units, or comprehensive state-level information/education programs.

C. INTERNATIONAL CONFERENCE SERIES

The First

THE annual series of IEC problem-oriented conferences was initiated in December with the highly successful Conference on the Application of Commercial Methods to Population and Family Planning Communication. This conference brought together representatives of national family planning programs from six countries, teams of agency executives/IEC administrators who had collaborated successfully in commercial applications, and experts in the fields of IEC, advertising, and market research.

Actual Cases

Case studies of successful uses of market research and advertising in family planning campaigns in India, Jamaica, Ghana, and the United States were presented. This provided participants with the opportunity to explore possibilities for commercial collaboration in other developing country IEC programs.

Presenting case studies were Dr. A. A. ARMAR, Executive Director, Ghana National Family Planning Program, and JACOB OBETSEBI-LAMPTEY, Accounts

Supervisor, Lintas, Ltd., Jamaica; ROBIN ELLIOTT, Director of Information and Education, PPWP, USA, and RICHARD K. MANOFF, Chairman and Chief Executive, Richard K. Manoff, Inc., USA; and Mrs. TARA SINHA, Chief Commercial Executive, Advertising Consultants, Ltd., India.

National experience in commercial IEC activities was presented by HSIN-YING WU, M.D., Director, Institute of Public Health, National Taiwan University; GREGORIO CENDANA, Director, National Media Production Center, Philippines; Mrs. JAE HEE KIM, IEC Consultant, PPFK, Korea; NONGLAKS BUNNAG, M.D., Medical Officer, Ministry of Health, Thailand; Dr. SHAMSUDDIN BIN ABDUL RAHMAN, Director, National Family Planning Board, Malaysia; and ROBIN ELLIOTT.

One important output of the conference is a source book representing a definitive statement of the state-of-the-art in this promising area of communicating innovation. In addition, several practical pamphlets on how to utilize commercial resources are in preparation as resources to IEC administrators and planners world wide.

The conference series will continue in December 1973, with a conference on research utilization, featuring individuals and organizations that have demonstrated ways to utilize research results to improve the effectiveness of IEC programs.

#### D. POPULATION EDUCATION

DURING the year the Institute accepted a grant from five major international organizations to conduct a one-year project in school and non-school population education, featuring a five-week workshop for program development specialists. The Ford Foundation, the Pathfinder Fund, the Population Council, the United Nations Fund for Population Activities, and World Education were co-sponsors and UNESCO was a cooperating agency. Teams of participants from Indonesia, Malaysia, the Philippines, and Thailand developed plans for school and out-of school population education programs.

#### Presentations

#### National Program Experience

#### Published Results

#### Next Conference

#### International Interest

## Professional Development

### Regional Goal

The success of this effort resulted in a continuation of the program, with funding from the same sources (less the Pathfinder Fund) through November 1974. During this second phase, the Institute will sponsor a regional conference on population education needs and resources in January 1974 and a second workshop is scheduled tentatively for the summer of 1974. The goal of the project is to assist in the process of identifying a regional or national institution with the capability and interest in population education to develop as a resource base for this important development activity. Beyond November 1974, the Institute will continue to be involved in population education in its non-school phases.

### Experts Meeting

#### E. COOPERATIVE ACTIVITY WITH UN AGENCIES

In October 1972, the Institute co-sponsored with UNESCO an Experts Meeting for Trainers in Population/Family Planning Communication, one of four such meetings held in 1972. Participants from ten Asian, African, and Latin American countries (1) developed curriculum outlines for the training of various classes of IEC workers and (2) made recommendations to UNESCO for further action in support of such training. The report of this meeting has been published and distributed by UNESCO.

### Co-sponsored Seminars

In May and June of 1973 the Institute co-sponsored seminars on population and IEC with the East-West Population Institute, the Center for Economic and Social Information, and UNICEF. Two seminars were held: the first was a five-day effort for information officers from a number of UN agencies, such as FAO, ILO, UNESCO, under CESI sponsorship; in the second, UNICEF field information officers met at the East-West Center for ten days. A total of 29 participants received the latest information in population and in IEC as part of the preparation for World Population Year.

**F. VISITORS AND SPECIAL  
STUDY PARTICIPANTS**

AMONG the 250 persons who have visited or participated in specially designed study programs at the Institute this year are representatives from all major international assistance agencies and Asian family planning programs, along with representatives of a number of programs elsewhere in the world. Most of these visits were sponsored by international assistance agencies, particularly the World Health Organization, UNESCO, USAID, and the Asia Foundation.

Variety

The study program varied in length from one day to three months. Most often it consisted of orientation to the resources available in the Communication Institute, including staff expertise, training possibilities, research capabilities and availability of IEC materials and technical information. Visits were arranged with members of the staffs of the East-West Population Institute, the International Health/Population and Family Planning Unit, the Health Education Unit of the University of Hawaii's School of Public Health, and to facilities in Honolulu, including Hawaii Planned Parenthood, the Kapiolani Maternity Hospital education program, and the Hawaii State Department of Health.

Types of  
Visits

Special programs were tailored to fit the individual needs of a number of IEC professionals. Both Kittu Rao, Health Educator of the Department of Health in Madras, India, and Shri R. G. Srivastava, Director, Training in Public Cooperation, New Delhi, India, audited courses at the University of Hawaii in health education, communication, and population/family planning. They also prepared audiovisual materials in cooperation with EWCI staff to be put to use on their return home. In some cases they have also been able to attend workshops and conferences as observers; for example, Dr. Higinio Ables, UNESCO fellow from the University of the Philippines, Institute of Mass Communication, joined the UNESCO-sponsored workshop on training in family planning communication and the EWCI international conference on commercial resources.

Study  
Programs

Usefulness

Anthony Tsui, a sociologist and instructor in communication from Hong Kong Baptist College, completed a six-week special study at the Institute under a fellowship provided by the Asia Foundation. He was able to consult with various University professors and East-West Center staff in population and family planning communication, social marketing, and sex education. He became familiar with technical aspects of preparation and production of AV materials and participated in the development of training materials for the new EWCI professional development program. He also attended selected sessions of EWCI's Agricultural Communication Workshop.

Institute visitors and short-term trainees have expressed satisfaction with programs arranged for them by encouraging their colleagues to make a point of visiting the Institute. A special orientation and reception center is being prepared to accommodate the increasing number of visitors to the Institute and increase the efficiency of visitor and staff time devoted to these short programs.

G. FOLLOW-UP CONSULTATION

Methods

PARTICIPANTS in all East-West Center Communication Institute IEC conferences, workshops, and training programs receive continuing follow-up services, through the distribution of conference reports and proceedings, staff correspondence, and visits to countries by EWCI staff and consultants. The IEC Newsletter and the resource materials service are seen by participants as major sources of new ideas for IEC after they return to their work. Professional development program participants who develop an IEC product during their stay in Honolulu are given assistance in putting the product into use.

Two-way  
Consultation

Staff consultation with former participants is seen as a two-way process. Through correspondence and staff visits, participants are asked to evaluate the program they attended, providing continuing data for improving programs and identifying prospective participants. Participants contribute information to the IEC Newsletter and provide suggestions on types of articles that are most useful to them professionally.

Systematic evaluation of the impact of EWCI resource base activities utilizing interviews with former participants was started during the year. All Institute staff traveling for the IEC project interview professional development "alumni" to obtain feedback on program effectiveness and to obtain information on additional services needed from the Institute. Interviews were conducted in March in Korea, Taiwan, and the Philippines with participants in three of the Institute's early IEC programs and throughout the year with alumni in other countries. Tentative conclusions from the interviews in the above three countries supported and contributed to program innovations developed during the year, including the modular professional development program.

Evaluation

Interviews have revealed that most participants in the Institute's early programs continue to be professionals engaged in population IEC activities in upper- to upper-middle-level positions in their national programs, with some receiving substantial increased responsibilities upon their return from training. A limited number are doing significant IEC training in their country programs. Participants reinforced earlier feedback that the training was professionally useful, although individuals reported that some aspects of programs were not useful (thus supporting a modular concept of training). Feedback was obtained on training materials. All participants suggested candidates for future professional development. Where possible, the suggested candidates were interviewed.

Participant  
Activities

Substantial systematic follow-up has been conducted with participants in the Population Education Workshop. Data from this follow-up is being incorporated into plans for the regional conference on population education needs and resources (which will include participants in the first program) and in planning the second workshop.

Population  
Education  
Workshop

H. PROFESSIONAL DEVELOPMENT  
REDESIGN

IN EARLY 1973 the project staff, in collaboration with the International Advisory Committee, undertook a review and analysis of IEC professional

Why Two  
Programs?

A Proposed  
Change

Acceptance and  
Development

Professional  
Development  
Associates

development activity with an eye toward overall program improvement. One of the most significant findings of this review was that the clientele of the Participant and Specialist training programs was essentially the same, primarily because the Specialist program simply was attracting communication specialists wishing to add population/family planning knowledge and adapt their communication skills to population. Furthermore, a man-month effort analysis indicated that mounting multiple programs for essentially the same clientele was an inefficient use of staff resources.

A proposal was presented at the April meeting of the International Advisory Committee recommending that the Participant and Specialist programs be combined into one larger, more specialized and yet more flexible program, using a new form of units of instruction. Modules will be developed in each major IEC problem area, with emphasis on self-instructional methods. A participant will then select from among these modules those which form a course of study appropriate to his background and job requirements, thus making a more individualized program possible.

The Advisory Committee strongly endorsed the change and, with USAID approval, the Institute has combined the two Participant and one Specialist programs scheduled for 1974 into the First Modular Program of Professional Development in Population and Family Planning IEC. Development of the new program began in July 1973 and will be offered for the first time February to May 1974. In the first program, participants will select from among such modules as Fundamental Human Communication, People and Population, Planning Communication Programs and Campaigns, and the Role of Communication in Social and Economic Development.

Module development will involve Asian and American IEC and training experts through consultant agreements and through a rather new Institute activity. A Professional Development Associate program will bring three such experts to the Institute for periods of up to six months to participate in professional development activity, including module development.

It is expected that after the materials are tested in several program settings at the Institute they will be made available as a resource to IEC trainers worldwide. Careful attention will be given during the implementation of the modules to the transfer of the technology of module development.

In 1973 there was intensive effort by the Institute to develop administrative support systems for the IEC professional development activity. In addition to the initiation of a follow-up evaluation system, an information retrieval system for training files was developed, as was a system for identifying and tracking prospective participants in Institute programs. Work on these systems will continue in 1974.

Technology  
Transfer

Support

## II. INFORMATION SERVICES

- IEC Assistance Reports

THE Communication Institute significantly expanded its role in the process of linking researchers and practitioners during Fiscal Year 1973, providing an increased amount of technical information needed by IEC professionals in designing and implementing more effective programs and developing and testing improvements in this linking process.

- IEC Newsletter

The expansion of information services has been carried out effectively through a close interweaving of activities supported by the Inventory-Analysis Project (under contract csd-2878) and the institution-building grant.

- Documentation and IEC Materials Service

During the year, the Inventory-Analysis issued further reports in its series on donor agencies offering assistance and services to IEC programs, initiated a series of reports on non-grant making organizations, principally universities, and on country needs and experience with IEC assistance, and expanded its Directory of IEC Assistance and Services.

- Publications

- Dissemination

Inventory-Analysis and institution-building grant funds together support a number of other information services. The IEC Newsletter doubled in circulation during the year and expanded its format. During the year, some 550 new documents on IEC were listed in the newsletter and some 91,000 pages of material were distributed in response to requests from around the world. At the end of the year, annotations were being prepared for each item in the documents lists, and summaries of selected research findings to be distributed to key IEC administrators were being developed and pre-tested. A series of booklets illustrating ideas for use of IEC materials in different media was being prepared using the Institute's collection of nearly 1,000 IEC media campaign materials.

**A. IEC ASSISTANCE REPORTS**

THE primary purpose of the Inventory-Analysis is to provide population programs in developing countries and donor agencies with a continuing flow of information about assistance and services available or being developed in the area of population/family planning IEC. The Inventory-Analysis staff had given priority to preparation of the reports on donor agency assistance and services, and nine had been completed by the beginning of Fiscal Year 1973. In early 1973, the nine completed reports were distributed in binders to some 700 key IEC professionals around the world. During the year, eleven more reports were completed or in various stages of preparation. An additional eleven reports on non-grant making agencies, such as university population study centers which provide population IEC services, were completed or in development by June 1973.

These reports provided the content for an expanded Directory of IEC Assistance and Services which was published at the end of the fiscal year (a briefer version had been issued in February 1972). The new edition, which gives information in the reports a wider audience, features profiles of the nature of assistance offered by some 53 agencies and centers, tabular indexes to enable users to identify organizations providing each of twenty-six types of assistance, and regional and country office addresses for each agency.

Developing country needs and experience with IEC assistance were examined in a series of reports begun in Fiscal Year 1973. Five of some 25 reports planned were completed in FY 1973. Plans call for 13 studies in Asia, six in Africa, and six in Latin America. Each country study is conducted by an EWCI staff member or a consultant from the region in which the study is conducted.

In the planning stage at the end of the Fiscal Year was a series of reports that would cut across the agency and country reports to focus on specific types of support or services available and the perceived needs for those services. Topics to be studied are Action Project Support, Advisors/Consultants,

Purpose and Progress

IEC Directory

Country Reports

Topical Reports

Materials and Equipment, Research and Training. At least three sets of these "horizontal" reports are planned for the coming year. The other series of reports will be continued through the year with selected reports updated.

**B. IEC NEWSLETTER**

IEC Newsletter

THE IEC Newsletter functions as a clearing house of information about resources, events, research and action projects useful to professionals in IEC. In Fiscal Year 1973 the newsletter mailing list doubled in size, its coverage of external events expanded, and the number of pages in each bi-monthly issue increased.

News Sources

Sources for articles include some 50 family planning program newsletters and other relevant periodicals from around the world which the newsletter editor reviews for each issue; the Institute's growing network of "extended staff" who have served as resource participants in its programs and who represent key institutions in the IEC field around the world; and the growing number of IEC personnel who have participated in its programs.

Growth

The expanded world-wide scope of the newsletter required its increase from a 12- to a 16- page format with the November 1972 issue. (This issue also marked the change to a two-color logo.) At the same time, the mailing list was increased from 1200 names at the beginning of the fiscal year to 2656 twelve months later. (Plan of work projections at the beginning of the year had estimated this figure at 2500.) Persons receiving the newsletter represented 133 countries--43 percent in Asia, and 13 percent in Africa, 9 percent in Latin America and another 35 percent in developed countries.

**C. DOCUMENTATION AND  
IEC MATERIALS SERVICE**

New Services

THE East-West Population IEC Materials Service continues to center around the provision of documents about IEC to specialists around the world. However, Fiscal Year 1973 saw the development of

major new services--including preparation of annotations and abstracts of these materials--and the development of a computerized retrieval system.

The documents and other materials in the Resource Materials Collection have served as a major resource for participants in Institute IEC Professional Development programs. Participants in the two IEC workshops relied on the collection in developing IEC products and in preparation for their Asian field observation. Several participants in individualized study programs have used the campaign materials collection in their work.

Lists of documents available are distributed beyond the Institute through each issue of the IEC Newsletter. An average of over 90 per issue were listed during the year or 555 for the whole year. In addition a 12-page supplement was issued in the September 1972 issue listing all documents catalogued in previous issues. Materials listed are offered to IEC professionals on an exchange basis or at cost.

Institute staff have estimated that the Newsletter listings generated requests for about 3000 documents during the year or an average of 250 requests per month. Information on users of the service indicates that in the first 18 months of the service, about 85 percent of the requests for documents came from developing countries. One study showed that primary users of the service are from one of three categories (with about equal requests from each): persons affiliated with family planning action programs, with research and training institutes or with international organizations and donor agencies.

Although most of the document copies distributed have been xeroxed, the Institute is encouraging the use of microfiche copies. Staff members have assisted the Asia Foundation in identifying organizations which should receive microfiche readers and assisted in evaluating the use of the new readers as part of a process to evaluate under what circumstances to promote microfiche technology.

To assist users in the selection of documents, preparation of document annotations was initiated in the last three months of the fiscal year. To test this

Use

Availability

Requests

Microfiche

Annotations

Computerized  
Retrieval

service, selected users of documents have been sent special annotated lists and have been asked to indicate whether annotations give a good indication of documents selected from this list. Plans are to annotate documents on all new lists of materials available through the IEC Materials Service and to publish lists as a regular supplement to the IEC Newsletter.

A basic part of the computerized retrieval system under preparation is a collection of summaries or abstracts of vital research findings. Several types of abstracts have been prepared, and it is thought that two types may need to be provided through the system--one for action oriented administrators and practitioners, and a second with more details on research methodology for persons with advanced training in communication. Consideration is being given, because of the importance of the research to be abstracted, to disseminating abstracts without waiting for them to be requested.

Idea Books

The series of "idea books" on population/family planning campaign materials produced for different media is seen as a more efficient method of utilizing the EWCI's collection of nearly 1000 of such materials. These have been catalogued for use in EWCI training and research activities. Since November 1972, when the list of materials was announced in the Newsletter and facsimiles were offered to users on the same basis as documents, some 160 items have been requested. However, the EWCI has agreed that should the International Audio-Visual Resource Service (IAVRS) planned by IPPF and UNESCO be established, these requests would be deferred to IAVRS for the more intensive service planned there. The "idea books" will be annotated and illustrated and thus be particularly useful to those who are developing their own materials.

D. PUBLICATIONS

Project Results

THE East-West Communication Institute made significant contributions to published work in the field of Population IEC during Fiscal Year 1973. Publications grew out of Inventory-Analysis activities, professional development activities and staff research. A number of reports were published in each of the

Inventory-Analysis series--the assistance agency reports, non-donor service center reports and the country reports. The expanded Directory of IEC Assistance and Services was released late in the fiscal year (section A).

Prepared as part of the Institute's paper series was "A Researcher's Guide to Social-Psychological-Communication Variables in Family Planning Research" by Florangel Rosario, an Institute researcher. This paper was issued early in Fiscal Year 1974.

Later in the fiscal year, conference and workshop proceedings were prepared. The report generated by the Conference on Using Commercial Resources in Family Planning Communication Programs was planned as a definitive work on this little documented approach to family planning communication. The first of several practical pamphlets on how to use commercial resources was issued during the year. The report on the Workshop for Population Education Program Development Specialists was also in preparation at the end of the fiscal year.

#### E. DISSEMINATION

THE Institute has developed a comprehensive mailing list of persons with specialist interest or expertise in population IEC, which serves as the IEC Newsletter mailing list. This list receives the special attention of EWCI staff to be kept up-to-date and comprehensive. Some fourteen organizations have requested copies of the list for use in establishing or updating their own mailing lists. Each request is carefully evaluated and some have been turned down in order not to unduly increase mailings to persons on this selected list.

Since some names have been added to the EWCI list by third persons, efforts will be made during the coming fiscal year to pool all those listed whether they wish to continue to receive materials. This is expected to reduce the list by about 25 percent.

#### Researcher's Guide

#### Conference Reports

#### The Mailing List

### III. CASE STUDIES AND OTHER RESEARCH

#### Objectives

ONE of the primary objectives of the East-West Communication Institute is to build a resource of knowledge of developmental and cross-cultural communication. Therefore priority attention is being given to the development of a research and evaluation component. Such a component in population IEC should provide a theoretical and empirical basis for family planning communication strategies. This rationale explains the choice of goals and priority projects identified by the Institute research staff for the future years.

#### Emphasis

Because of the need for guidelines to improve current action programs and to design future programs in family planning communication, the present research emphasis has been on case study projects primarily intended to seek practical answers to some of the questions posed by personnel working in the field. They are also intended to provide materials for the training modules which are currently being designed by EWCI staff.

#### Utility

Case studies are intensive analyses of an internationally limited range of phenomena. Therefore, the case studies are also expected to yield useful hypotheses for future experimental studies which would measure the effects of various communication campaigns. The Institute hopes to utilize the findings in the case studies as one basis for field experiments at a later stage when resources and manpower permit it.

#### Cooperation

Another purpose underlying these research activities is the development of institutional cooperation between research and family planning agencies in different countries of the world, particularly Asia. Institute case studies are organized around a team of

competent researchers with staff members from EWCI and other institutions in Asia, the United States or other countries, working on a particular project identified as a priority problem area.

The following list of case studies includes those completed during FY 1973 and those in process at the end of the year. Other topics identified as priority topics for the future are also listed.

COMPLETED CASE STUDIES:

1. Administrative Organization of Family Planning Programs in the Philippines and Malaysia: In this case study, led by Dr. Robert Worrall, Institute staff, data were obtained by means of structured interviews with 70 administrators in the Philippines and Malaysia, representing three levels of program and policy-decision-making in family planning communication. Major topics covered were respondents' perceptions of the strengths and weaknesses of their country programs, their own communication behavior, and perceptions of their own roles and that of IEC country programs, including interagency relationships. Three reports from this project are being reviewed for possible publication. Principal investigators include Dr. Florangel Rosario, Institute staff, and Dr. H. Ellingsworth, Department of Communication, University of Hawaii.

Administrative  
Organization

2. Communication Strategies for Increasing Elite Support of Population Programs in Kenya: Based on interviews with high-level elites in Kenya--cabinet ministers, members of parliament, senior civil servants, and others--this case study focuses on what these key policy makers do and do not know about population dynamics in order to guide the development of educational strategies intended to increase their knowledgeability. To balance the information collected through private interviews, the study includes a content analysis of public statements by the elite appearing in the daily press during a six-year period. David Radel, Institute staff, is the principal investigator.

Communication  
Strategies

Professional  
Development  
Model

3. A Model for Professional Development: Testing and Analysis: A study of principles of professional development and their application to the programs of the Institute, including population and family planning IEC. A model was developed and tested in the Workshop for Population Education Development Specialists, evaluated and revised for further testing. The model is found generalizable to professional development programs where organizational change is the general goal. A number of techniques for implementation are identified. John Middleton, Institute staff, is principal investigator, with collaboration from Dr. David Kline, Harvard University.

CASE STUDIES IN PROCESS:

Mothers'  
Classes

1. Case Study of Korean Mothers' Classes: An intensive description and analysis of two successful and one unsuccessful mothers' classes held in Korea, selected from a larger study previously conducted by the School of Public Health, Seoul National University. The final report will contribute guidelines for initiation and operation of future classes, and will explore possible alternative explanations for effective mothers' class organization. Principal investigators include Dr. Park Hyong Jong, Dean, and Kyung Kyoon Chung, of the School of Public Health, Seoul National University; Chn-chuan Lee, Institute degree student; and staff member Dr. Larry Kincaid --with assistance from the Planned Parenthood Federation of Korea.

Research  
Into Action

2. Getting Research Results into Action Programs: A study reviewing how research was initiated and research findings put into action in the Taiwan family planning program. Five major studies and program areas were used to illustrate the process: the Tai-chung Study, the use of mass media, pricing of contraceptives, use of free offers, and the educational savings incentive scheme. Personal interviews, files, reports and papers were used to reconstruct the process over the last 10-year period. Principal investigators include Dr. T. H. Sun, Committee on Family Planning, Provincial Health Department of Taiwan; George Cernada, The Population Council, Taiwan; and Dr. Larry Kincaid, Institute staff.

3. Organizational Communication in Two Philippine Family Planning Organizations: An attempt to discover how to improve family planning organizations by conducting intensive case studies of the internal structure of a government and non-government family planning organization in the Philippines. Three conceptual areas are examined in relationship to program performance: (1) the communication structure of each organization, (2) the quality of available information, and (3) the communication dimensions of supervisory-subordinate relationship. Principal investigators include Samuel A. Betty, Michigan State University graduate student; Dr. Robert Worrall, Institute staff; and Dr. Higinio Ables, Institute of Mass Communication, University of the Philippines.

Organizational  
Communication

4. Traditional Midwives for Family Planning Communication in Indonesia and Malaysia: Objectives of this case study are to review the existing literature on the utilization of traditional midwives for family planning communication in India, Pakistan, Indonesia and Malaysia; to review program experience in these same countries, especially in Indonesia and Malaysia, by means of observation and personal interviews with program officials, trainers, supervisors, traditional midwives and their clients; and to synthesize this knowledge into effective guidelines for program officials and trainers. Project co-leaders include Dr. Everett Rogers (former Senior Fellow), University of Michigan School of Journalism; and Dr. Robert Worrall, Institute staff. Also participating were Douglas Solomon, Institute degree student; Sri Djuarini, Director of Research for Indonesian Planned Parenthood Association; and Dr. J. Y. Peng, Department of Population Planning at the School of Public Health, University of Michigan.

Utilization of  
Midwives

5. Comparative Study of the Development and Utilization of Family Planning Themes, Slogans, and Non-verbal Symbols and Designs: An examination of the visual and verbal aspects of family planning messages through (a) a thirty-country postal survey, (b) personal interviews in eight countries, (c) a synthesis of related literature, and (d) a test of previous materials with East-West Center students. The objectives of the study are: (a) to test an "evolutionary" hypothesis about themes, slogans,

Comparative  
Studies

Decision  
Strategies

symbols, and designs, (b) to develop a training module for the EWCI professional development programs, and (c) to elaborate potential research and evaluation methodologies. Principal investigators for the study are Dr. Larry Kincaid, Institute staff; Dr. Randall Harrison, Michigan State University; and Oliver D. Finnigan, former Population Council and A. I. D. population advisor in Asia.

6. Decision Strategies for the Content and Utilization of Family Planning Radio Programs in Taiwan, Pakistan, and Hawaii: A study of the decision-making process for arriving at strategies on the content of selected family planning radio programs by message designers, broadcast managers, and various other factors which influence these decisions--institutional pressures, funding agency emphasis, network, policies, and assumptions about the intended audiences. Coordinator for the study is Dr. Florangel Rosario, Institute staff, and the co-investigators for the study are Dr. T. S. Wu, Department of Agricultural Extension of National Taiwan University, and Sharif Al Mujahid, Head of the Department of Journalism, University of Karachi, Pakistan.

FUTURE CASE STUDY TOPICS:

Future Topics

1. Analysis of El Salvador's PATER Communication Campaign.
2. The Use of Traditional Media to Promote Family Planning.
3. The Effectiveness of Communication Training and Strategies of Family Planning Field Workers.
4. Case Studies of the Impact of Communication upon Individual Family Planning Decision Making.
5. Analysis of the Communication Strategies Utilized in Commercial Marketing Schemes for Contraceptives.
6. Family Planning I. E. C. and the Village in the Peoples Republic of China.
7. Problems with External Consultation in Family

Planning Programs.

8. Communication Strategies of the Ernakulum Vas-  
ectomy Campaigns.

#### IV. MATERIALS DEVELOPMENT

##### Adaptation

A RELATIVELY new area of activity in Population IEC--the development of communication software and hardware suitable for use in rural areas--grew rapidly at the Communication Institute during the fiscal year. These activities are aimed at helping to identify communication materials (software), primarily filmstrips and slides, available or easily produced from other materials and suitable for communicating about family planning in rural areas; and to develop or improve communication equipment (hardware), such as battery-powered projectors, to disseminate these materials.

##### Institute Products

Some activity had been undertaken in Fiscal Year 1972 under Dr. Sanford Danziger, then an Institute Fellow and since the beginning of FY '73 a full time staff member, and by Institute degree students. Since these activities began, nearly 25 communication software or hardware products have been developed under Institute auspices. Many of these products were the collaborative efforts with such organizations as the Church World Service of Indonesia, one of the operating branches of the Indonesia National Family Planning Coordinating Board; World Neighbors; the Costa Rica Family Planning Training Center (CESPO); and in Hawaii with Kapiolani Maternity Hospital and with the East-West Center Technology and Development and Population Institutes. Examples of products include an inexpensive rear screen projection box, filmstrips made from films and popular photo-novellas, and an international filmstrip adapted for a particular culture.

The concept of adapting communication software and hardware for use in rural areas has been and will continue to be introduced through Institute IEC professional development programs. In this way,

professional development programs have served as a means of disseminating materials to national family planning programs along with descriptions in the IEC Newsletter.

Plans for the coming fiscal year are to increase the number of titles of software--either by identifying existing material or adapting from other sources--and to encourage pilot projects demonstrating and testing the use of these materials.

Plans

## V. DEGREE EDUCATION

### Cooperative Program

A MAJOR program emphasis of the East-West Center is cooperative degree study, in which Center Institutes award grants for graduate degree study at the University of Hawaii. During Fiscal Year 1973, a number of EWCI degree students were major contributors to population IEC projects as part of their University of Hawaii course work or as part of their East-West Center field education. (Field education is usually on the mainland U.S. for Asian and Pacific students, and in Asia for American students.) One student, Chao-lang Chen, was supported by Institution-building grant funds throughout the fiscal year while working toward a master's degree in speech-communication.

### Study of Innovations

Mr. Chen's major area of study is a comparison of communication innovation in family planning and agriculture. He is a graduate of Taiwan Provincial Health Department in Taipei. As his field education, he collected research data on agricultural and family planning innovations at the University of Chicago, Michigan State University, the University of Florida and Cornell University. After completing his degree in the spring of 1974, Mr. Chen will return to a Taiwan Health Department post and hopes to teach agriculture and population communication at Taiwan National University.

### Movie to Filmstrip

A number of other degree students have participated in Communication Institute IEC case studies and materials development. Miss Luzviminda Gutierrez participated in an adaptation of the Walt Disney family planning movie into a filmstrip suitable for the Philippines. She completed her grant early in the fiscal year and has returned to a position with the research staff of the Institute of Mass Communication, University of the Philippines, and is working in their Family Planning Communication project.

Mr. Chin-Chuan Lee of Taiwan, who completed a master's degree in communication during the year, was one of the investigators in a case study of Korean Mothers' Classes. Mr. Douglas Solomon, an American student and a candidate for a master's degree in public health, has assisted Dr. Everett Rogers of the University of Michigan and two other investigators in a case study of the use of traditional midwives for family planning communication in Indonesia and Malaysia. Two students working toward master's degrees in communication--Miss Monina Movido of the Philippines and Mr. Shih-min Chen of Taiwan--are among those serving as co-investigators on a case study of decision strategies in the use of radio for family planning communication in the Philippines, Taiwan, Pakistan, and India.

Case Study  
Investigators

Four Institute degree students--all from the United States--are spending their field education working for the United Nations Development Support Communication Service in Bangkok principally on family planning IEC projects.

UNDSCS

Douglas Solomon is preparing clinic education materials for a family planning-Maternal Child Health project in Northeast Thailand. Solomon is part of a team, along with a nurse trainer and an information specialist from the Thai Ministry of Health, which will prepare one or more slide sets and accompanying pamphlets, models, flipbooks, exhibitions and posters. The materials will be used in hospitals, MCH centers and health centers throughout the region and in the training of midwife field workers. He will also assist in pre-testing and training staff to use the materials.

Clinic Materials

Michael Schmuecker is working for Thailand National Family Planning program in the design and production of training aids, principally videotapes, slide sets and overhead transparencies, as well as other audio-visual aids. The materials are on subjects ranging from training methodology to medical information required in prescribing contraceptives. He also assists in training mobile health educators in materials design and production and is drawing up guidelines for the use of video tape in training.

Training Aids

Radio Programs

Thomas Myrdahl is working with the National Family Planning program helping provincial radio stations develop family planning programs. Myrdahl is assisting stations in pre-test programs and will make recommendations for program content, format, and scheduling. The results of the pre-tests will be put into a radio manual and used in training radio and health personnel.

A-V Sets

Yvonne Chotzen is working with the Mahidol School of Public Health to develop four slide sound sets for use in rural health education. The audio-visual packages deal with both general health education and the techniques of rural health education and the techniques of rural health education. With technical assistance from the DSCS, she will assist in the design, production and evaluation of the sets.

Audio-Cassettes

In Nepal, an Institute student is testing the use of the audio-cassette technology in family planning communication. Kevin Shaney is working on the project in cooperation with the Nepal Family Planning Association.

## VI. INTERNATIONAL ADVISORY COMMITTEE

THE Institute's Population IEC International Advisory Committee held its second meeting during the fiscal year, and gave a strong commendation to Institute plans for program innovation, particularly for development of the modular professional development.

The committee met in Honolulu April 2-4, 1973, with a representation that followed the guidelines laid down at the first meeting. Those recommendations were for a rotating membership with specialists in population IEC to balance the representation of program administrators and advisors.

Holdover members from the first year's committee were Dr. Wilbur Schramm, Director of the Institute of Communication Research, Stanford University (who assumed the Communication Institute directorship May 1); and Dr. Lyle Saunders, World Bank Advisor to the Indonesia National Family Planning Coordinating Board. New members were Dr. Park Hyong Jong, dean of the School of Public Health, Seoul National University; Thomas Keehn, President, World Education; Peggy Lam, Executive Secretary, Hong Kong Family Planning Association; and Dr. Jumroon Mikhanorn, Director of the Bureau of Information and Education, Ministry of Public Health, Government of Thailand.

In its report and recommendations, the committee said it was "most favorably impressed by the evident progress that has been made by the Institute since last meeting . . ." The committee members described the Institute as at a critical point in its development, and said they "believe that the actions and decisions that have been taken and the directions indicated in the program plans will lead toward a period in which the Institute will grow in stature

### Program Innovation

### Rotating Membership

### Members

### Progress

and importance and begin to realize more fully its potential for useful service."

Modular Program  
Proposal

The committee gave a strong endorsement in its report to the Institute proposal for a modular professional development program (described in Section I, H.), urging USAID to make any modifications necessary in the grant to allow immediate development of the program. The committee said that the flexibility, the self-study methods and the individualized training emphasized in the modular program would result in better training and more economical use of staff time. An early re-assessment of Asian countries' needs for IEC training was recommended in order for the Institute to appropriately revise its plans for numbers of persons trained, level of trainees, and location of training. To carry this out, the committee strongly urged USAID to allow the Institute greater freedom in its use of grant funds. It suggested that the Institute could determine numbers of and arrangements for training, to thus design a more efficient program and one with greater cost-effectiveness. The committee commended the Institute's work in the development of training materials in several media urging that this activity be expanded with further efforts taken to make the materials available to national IEC programs. The committee also urged more consideration to developing case studies that could be used in the modular professional development program.

IEC Research

For the next fiscal year, the committee urged greater emphasis on the IEC research program. Committee members suggested that an analysis of the state of affairs in population IEC revealed by the Inventory-Analysis agency profiles and the country reports would yield much information unavailable elsewhere. They also recommended the Institute consider as a program emphasis development of relationships with private and government organizations in Asia and the Pacific concerned with communications to help these organizations improve their capability to assist population and other developmental IEC programs.

Committee Membership

Plans to expand the membership and geographical representation of the committee and to have it serve the entire Institute as well as the Population IEC project were endorsed by the group.

## VII. STAFF DEVELOPMENT

THE Institute staff continued to grow as an international, interdisciplinary group during the Fiscal Year 1973 to enable it to carry out the programs outlined in the grant. A significant staff addition was the arrival May 1 of Dr. Wilbur Schramm, Director of the Institute of Communication Research, Stanford University, as the new Institute Director. Dr. Schramm replaced Dr. Michio Nagai, who returned to his editorial post with the Asahi Shimbun in Tokyo. During the coming fiscal year, Dr. Schramm will assume direct responsibility for research and new programs in the population IEC field as well as for the Institute as a whole. Under Dr. Nagai, the Assistant Director, Dr. Robert P. Worrall, had assumed direction of all Institute Population IEC programs under the Institution-building grant and the Inventory-Analysis contract. With Dr. Schramm as director, Dr. Worrall will continue to have responsibility for contract and grant matters, professional development and information service activities.

### New Director

Several staff members were added to work in professional development activities and others assumed new responsibilities in this area. Dr. Sanford Danziger, a medical doctor with a background in health and other development projects, joined the regular staff at the beginning of the fiscal year after a year as a Fellow. Danziger had primary responsibility for the Second Participant Workshop and provided much of the initiative for Institute IEC materials development activities. Margaret White, a former Associated Press reporter, also joined the staff July 1, 1972 as a program officer. She is primarily involved in carrying out professional development activities and has conducted professional development follow-up interviews.

### Professional Development

Population Education

John Middleton, who joined the staff during the previous year as population education project coordinator, assumed greater responsibility for overall professional development activities during FY 1973, and will coordinate the task groups responsible for the first Modular Professional Development Program, to be held in February-May 1974. In order to balance Middleton's involvement in general IEC activities, Staff Researcher Merry Lee San Luis was assigned to greater responsibilities in the population education project. A third population education staff member, Dr. Henry Hichul Whang, joined the Institute in June 1973 as project coordinator and Middleton became project director. Dr. Whang came to the Institute from the population education project at the Central Education Research Institute in his native Korea. He holds a Ph.D. in educational administration from the University of Wisconsin and holds the distinction of being one of the few non-Americans to serve in the Teacher Corps.

A-V Specialist

John Shklov, who holds a master's degree in educational communications, joined the staff as a part-time audio-visual specialist and is assisting in the development of AV training materials and technical support for professional development programs.

New Functions

Several long-time staff members have assumed new functions in the Institute. Retired EWCI Director, Dr. R. Lyle Webster, continues to serve the Institute as a consultant and coordinated both the International Conference on the Use of Commercial Methods in Population IEC and the Second Specialist Program. Dr. Maggie Lim, who holds a joint appointment with the University of Hawaii School of Public Health, has taken responsibility for the Institute's visitor and individualized training programs as well as liaison between the two units.

I-A Project

Among the new staff members working in the Inventory-Analysis project is Ronny Adhikarya, who holds a master's in communication arts from Cornell University. Adhikarya's primary responsibility has been the preparation of the series of Inventory-Analysis country reports, but he will collaborate on IEC case studies. Adhikarya, an Indonesian, worked as a journalist on the major newspaper of his country.

Two librarians have been added to the staff to assist Resource Materials Specialist Sumiye Konoshima in documentation and resource materials sources. Carol Arnold joined the Institute in September 1972 as Resource Materials Assistant and is responsible for collecting and cataloguing the campaign materials "idea books" and assisting with the annotations for the materials service. Sandra Okubo, who holds the position of Abstractor/Annotator, has primary responsibility for preparation of the summaries for the computerized retrieval system and is also preparing annotations. Barbara Yount, who had served as a conference program officer as well as editor of the IEC Newsletter, has since October 1972 been devoting her full time to the newsletter and to the various report series emanating from the Inventory-Analysis project. David Radel continues to coordinate Inventory-Analysis activities, with Betty Buck assisting with the report series and the Directory of IEC Assistance. Virginia Jamieson joined the Institute staff as Publications Officer at the beginning of the fiscal year, and edits publications on IEC topics as well as other Institute publications.

The research staff was boosted by the addition of Dr. Lawrence Kincaid, who holds a Ph.D. in communication from Michigan State University. Kincaid is coordinating many of the Institute's case study projects. He has a background in community development and cooperative organization with the Peace Corps in Colombia. Dr. Florangel Rosario continued her joint appointment with the University of Hawaii Department of Communication and the EWCI during the year. She is also involved in the conduct of case studies.

Support staff is provided to the Population IEC project by Judith Rubano, who joined the Institute as Administrative Services Officer in September 1972, and several stenographers and typists: Muriel Yoshimoto, in the Assistant Director's office; Gwen Yamashiro for research; and Diane Sakai and Lynette Isara in professional development. The Inventory-Analysis project and related information services are supported by Carol Akiyama and Cynthia Shklov.

### Information Services

### Case Studies

### Support

Consultants

A number of international assistance organizations have called upon Institute staff to serve as consultants in population IEC projects. Early in the year, Dr. Florangel Rosario and Dr. Robert Worrall served as consultants to UNESCO for the October 1972 meeting of the UNESCO Expert's Group in Family Planning Research. Dr. Worrall served as a resource person in the ECAFE Second Asian Population Conference in Japan in November 1972. Dr. Sanford Danziger spent a month in Colombia with the Accion Cultural Popular educational radio and press network advising them on the incorporation of family planning in their educational programming. Family Planning International Assistance supported Danziger's consultancy. In November-December 1972, David Radel participated in a six-week World Bank family planning appraisal mission in Kenya. At the same time he spent ten days working with the National Christian Council of Kenya on a family planning education project under FPIA sponsorship. Barbara Yount served as a UNESCO consultant in Iran teaching in two workshops on the development of family planning communication materials and assisting with the preparation of a workshop report.

Research

During Fiscal Year 1974, a senior-level researcher will be hired to work in communication research related to population/family planning and assist in related professional development activities. Senior-level researchers joining the Institute will increasingly be utilized as appropriate to broaden the population IEC resource base.

VIII. BUDGET AND OTHER EXTERNAL CONTRIBUTIONS

A. Summary of Expenditures by Activity for 1972-73

Salaries, wages, fringe benefits	\$ 203,078
Staff travel	8,412
Advisory Committee	5,195
Research	48,689
Training (Professional Development)	99,054
Conferences	24,366
Scholarships	18,465
Other	<u>24,626</u>
TOTAL	\$ 431,885

B. Contributions to Population/Family Planning Communication from Other External Sources

	<u>Cash</u>	<u>Kind</u>
AID/Afghanistan		3,193
Asia Foundation	3,636	1,000
Asian Mass Communication Research and Information Centre (AMIC)		1,750
Ford Foundation	25,000	
International Labour Organisation		5,396
Pan American Federation of Associations of Medical Schools		2,163

(continued on following page)

**Budget**

	<u>Source of Funds (continued)</u>	<u>Cash</u>	<u>Kind</u>
UNESCO		17,000	13,152
UN Fund for Population Activities		44,000	4,000
World Education		17,531	8,200
Undistributed Agency and Government Contributions for Travel and Airfare for Participants			<u>25,678</u>
		<u>\$144,242</u>	<u>\$64,532</u>

**C. Budget, 1973-74**

Salaries	\$ 289,594
Consultants	10,000
Staff Travel	9,000
Advisory Committee	8,000
Research/Case Studies	78,000
Professional Development First Modular Program	75,000
Conferences:	
1. Research utilization (Honolulu)	10,000
2. Regional conference, use of commercial resources	10,000
3. Regional conference, population education needs and resources	10,000
Grantee Awards	20,000
Training Interns	15,000
IEC Materials Research and Development	5,000
Direct Costs	<u>18,060</u>
TOTAL	<u>\$ 557,654</u>

## IX. FUTURE ACTIVITY

DURING 1974, the resource base for population IEC will be in full operation based on careful groundwork laid in previous years. Although one additional senior-level researcher is still being sought, staff capability in professional development, information services, and research has been demonstrated in the development and comprehensive planning of projects for the coming year.

In preparation for the first Modular Program for Professional Development in Population IEC, some modules have been developed and are now being evaluated by staff and visiting IEC specialists.

The development and testing of new methods of disseminating IEC research finding materials will lead to improved documentation services this year. A broad range of IEC topics for case study subjects have been planned and the field work for many of these is already under way.

- Professional Development
  
- Information Services
  
- Case Studies
  
- Other Activities

A. PROFESSIONAL DEVELOPMENT

Task Group

A BASIC structure of modules has been developed to guide staff members and others in the EWCI "talent bank" of IEC specialists who are helping in their development. The task group responsible for the modular program is being aided throughout the production period by the participation of visiting IEC specialists. Anthony Tsui, a sociologist at Hong Kong Baptist College, as part of an individual study program at the Institute during August, assisted in the evaluation of the early modules. Yvonne Hsu, health education chief in the Taiwan Committee on Family Planning, and her husband Larry Lim, following completion of master's degrees at the University of Chicago, assisted in the revision of some of the early modules and the preparation of others. The Institute plans to select up to three participants in its new program of Professional Development Associates to assist in the production of modules.

Pre-testing and  
Evaluation

Before being presented in the February program, each module will be pre-tested within the East-West Center community, again revised and then packaged in a preliminary form, so that instructional content and audio-visual aids are easily distributed, particularly to participants themselves. The remainder of 1974 will be spent in an evaluation of the first program. It will be conducted at least once more before the modules are produced in final form and the entire process of developing the program analyzed and published.

Prospective  
Participants

At the same time, the Institute's system for evaluating and identifying prospective participants will be put into full operation. Early in the year, announcements were sent worldwide, to recruit applicants among all who could possibly benefit from the program. Some potential candidates have already been evaluated during staff travel in the previous year. Inventory-Analysis country studies have provided significant information about training needs. Qualified candidates have been encouraged to apply and seek sponsorship for their participation in the program. The Institute also assists applicants in obtaining fellowships for the program from international assistance organizations. Evaluations from AID missions and representatives of international

agencies as well as the candidate's own organization are sought to assess a potential contribution to his national family planning program. Nomination by AID missions is usually taken as evidence that this evaluation of the candidate has already occurred. Because of the Institute's close working relationship with many family planning programs in Asia, the Institute staff is usually familiar with the program head, if not the nominee himself, of those organizations. To the extent possible, selected applicants who have not been interviewed by staff members previously will be visited before the program to assist them in selecting a set of modules most appropriate to their professional interests and needs. Information obtained in these interviews will also be used in the final revision of modules before the first program.

In other professional development activities, an international conference and a regional conference will be conducted during FY 1974. The International Conference on the Utilization of Research in Population IEC will bring together about 20 program administrators, researchers and information systems specialists (linkers) to clearly identify problems of research utilization in family planning communication, consider models and strategies for research utilization from other fields that might be adapted for family planning communication, and determine the potential of various strategies for improving research utilization. The conference will draw upon Institute experience in providing information services and on the case study in progress on how research studies were put into action in the Taiwan family planning program. James Echols of USIS, formerly of the IEC Division, USAID Office of Population, will coordinate the conference while serving as a consultant at the Institute.

The regional conference will be a followup of the international conference held in FY 1973 on the use of commercial resources in population IEC. The conference is planned for May 1974, in cooperation with an Asian regional organization. Discussions are underway with the Intergovernmental Coordinating Council at Kuala Lumpur.

International  
Conference

Regional  
Conference

Asian Regional  
Conference

Significant activity will continue throughout Fiscal Year 1974 in the population education project (which the Institute supports with funds provided by four international organizations). In August and September, project coordinator Henry Whang visited representatives of population education action programs and resource institutions in the Republic of China, Indonesia, Iran, Korea, Malaysia, Pakistan, the Philippines, and Thailand for joint planning of an Asian Regional Conference on Population Education Needs and Resources to be held in January 1974. The workshop is planned to follow up the first Population Education workshop held at the East-West Center in the summer 1972, and to identify resources in Asia for supporting population education. Whang's consultations, along with previously conducted country analyses, and the subsequent conference will provide the basis for decisions on the nature of the second population education workshop and the participants to be included.

Training Materials

During 1974, Institution-building grant funds will support the enlargement of efforts to develop innovative training materials for non-school population education. The project will draw upon the first population education workshop and regional activities.

B. INFORMATION SERVICES

Publications

SEVERAL reports in each Inventory-Analysis series of international assistance for IEC will be published during the fiscal year; annotations of documents in the Resource Materials Collection will be disseminated through the IEC Newsletter throughout the year; and the computer retrieval system will be expanded and improved.

Assistance  
Organizations

A second supplement of five reports on assistance organizations--in preparation during FY 1973--will be distributed early in Fiscal Year 1974. These will include reports on the Food and Agriculture Organization and the Ford Foundation (from the donor agency series) and reports on the Japanese Organization for International Cooperation in Family Planning, the University of California at Berkeley and the Chinese Center for International Training in Family Planning (part of the service center series). Several other

reports were being prepared or under review by the beginning of the fiscal year either by Institute staff or the organizations themselves, about five more will be prepared during the year and four reports already issued will be updated.

Most of the country studies will be conducted in the first half of the fiscal year. December 1973 has been set as the completion date of the final study and, although it is hoped all will be in print by the end of the fiscal year, a prediction is difficult to make because of the time required for review of the reports by the country programs, AID missions, and AID/Washington.

Three sets of topical or "horizontal" reports analyzing specific types of support or services will be prepared from the agency and country reports during the fiscal year. Each set will contain two reports--one assessing support available using the agency reports and another on the perceived needs for these services, based on the country reports. Training has been identified as a priority topic for these reports; the other two will be identified.

The Institute's documentation service will be boosted by dissemination of document annotations, which were in preparation and pre-tested during the previous fiscal year. The first annotated list of about 50 documents was distributed in early FY 1974. Future lists will be published as a regular supplement to the bi-monthly IEC Newsletter.

A second cumulative list of IEC materials available in the Resource Collection will update the cumulative list published in October 1972. This new list was published in September 1973.

The development of document abstracts will continue throughout the fiscal year. Selected users of documents are being sent abstracts in place of documents and asked to reply whether the summary provides sufficient information for the user's purposes.

As they were prepared, annotations and abstracts were added to the computerized document retrieval system which was operational in early Fiscal Year 1974. The system will continue to be improved throughout the year.

Country Studies

Topical Reports

Annotations

Materials List

Abstracts

Computerized System

Idea Books

At least one "idea book" on family planning campaign materials is to be produced during the fiscal year. This first one--on family planning posters--will be a pre-test of the process involved in developing this product and will be evaluated on its contribution to family planning materials development.

Booklets

Institute publications in population IEC and related development fields are expected to increase in number and expand in scope during FY 1974. Four booklets were planned as products of the International Conference on Commercial Resources in addition to the major book on the subject published in FY 1973. One of these--a set of practical questions and answers commonly asked by program administrators in considering the use of commercial resources in family planning IEC--was to be distributed in September 1973.

New IEC Publications

With most of the Inventory-Analysis reports being put into final form during the fiscal year, these will continue to make up a large part of the population IEC publications. However, a number of new directions were also suggested early in the fiscal year. Institute IEC case studies were expected to generate a number of publications. More contributions from Institute Fellows, those brought to the Institute from regular East-West Center funds, were also expected. The Institute's own experience in providing and promoting support for IEC will be an important topic for analysis and synthesis and could generate a number of publications. A number of non-print publications--such as filmstrips, videotapes--were also to be developed out of the modular professional development program and other materials development activities.

Case Studies

C. CASE STUDIES

FIELD work for four case studies was to be conducted early in Fiscal Year 1974, in addition to one for which field work began in Fiscal Year 1973, and a sixth was being organized. Each involved collaboration with key Asian institutions active in population IEC, including School of Public Health of Seoul National University, the Taiwan Committee on Family Planning, and the Institute of Mass Communication, University of the Philippines.

An additional study of the use of traditional media to promote family planning was approved by the Institute's case study committee and preparations were being laid to conduct the study. Several others were being organized or were under consideration.

A priority outcome of the studies would be their incorporation into the first modular professional development program. Selected case studies were also to be published during the year.

#### D. OTHER ACTIVITIES

OTHER areas of Institute activity will continue at the pace set the previous year. New projects are planned in the development of materials for communication with rural audiences, and descriptions of the process of developing the products completed will be disseminated. Efforts will be made to involve new degree students who arrived at the Institute in late August in population IEC activities. The third meeting of the Institute's International Advisory committee is set for the middle of the year, with plans to expand its scope to consider all Institute activities.

Mutual support between Institute population IEC projects and projects supported by the Institute general funds in other areas of developmental communication and international communication should increase during the fiscal year. A workshop for agricultural information personnel held in August and September will draw upon the expertise of population IEC specialists. A conference of Asian Research organizations, co-sponsored with Stanford University, will lay groundwork for cooperative communication research in several developmental fields including population and family planning. Two Senior Fellows will spend the coming year at the Institute developing a program in instructional communication, interpreting research findings and planning seminars to advance the field. This will have significant value for IEC.

#### Traditional Media

#### Modules

#### New Projects

#### Mutual Support