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**INSTITUTION BUILDING IN COMMUNICATION  
AT THE EAST-WEST CENTER**

**ANNUAL REPORT TO THE AGENCY FOR  
INTERNATIONAL DEVELOPMENT  
FISCAL YEAR 1976**

**Grant No. AID/pha-G-1059**

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**East-West Communication Institute  
EAST-WEST CENTER  
1777 East-West Road  
Honolulu, Hawaii 96822**

## TABLE OF CONTENTS

Introduction . . . . .	1
The Overall Program of the Institute in FISCAL YEAR 1976 . . . . .	2
I. Developmental Communication . . . . .	2
II. International Communication . . . . .	7
III. Popular Culture . . . . .	9
Professional Development Activities Supported by the USAID Grant . . . . .	10
I. Modular Professional Development. . . . .	10
II. Documentation Interns . . . . .	15
III. Professional Development Interns. . . . .	16
IV. Annual Conference: International Conference on IEC Strategies. . . . .	16
V. Visitors . . . . .	17
Information Sharing and Utilization Activities Supported by the USAID Grant . . . . .	18
I. Information Networking Activities . . . . .	18
II. Development of POPINS (Population Information System) . . . . .	19
III. Development of a Master List of the World's Population IEC Literature . . . . .	20
IV. IEC Newsletter and IEC Materials Service. . . . .	21
V. Innovative Methods of Linking Users and Resources . . . . .	22
VI. Publications and Mailing List . . . . .	22
Research Supported by the USAID Grant. . . . .	26
Graduate Scholars' Participation in USAID. . . . .	27
I. East-West Center Grantees . . . . .	27
II. Joint Doctoral Intern . . . . .	28

## Appendices

<b>A.</b>	<b>Staff . . . . .</b>	<b>29</b>
<b>B.</b>	<b>Professional Development Participants (Selected Activities) . . . . .</b>	<b>33</b>
<b>C.</b>	<b>Visitors to Population/Family Planning IEC Activities . . . . .</b>	<b>41</b>
<b>D.</b>	<b>Resource Materials Collection . . . . .</b>	<b>44</b>

## INTRODUCTION

Fiscal year 1976 was a significant year in the development of the East-West Communication Institute. During the year a new Director, Dr. Jack Lyle, was appointed, replacing Dr. Wilbur Schramm who then became the first East-West Center Distinguished Researcher. Under the leadership of Dr. Lyle, the staff of the Institute conducted a thorough review of the current and projected activities of the Institute, assessed staff interests and expertise, and discussed what the future direction of the Institute should be. As a result of this planning process, five new project areas were defined, developed and projected over the next several years. They are: Social Effects of Communication; Process and Context of Communication; Communication Policy and Planning; Flow of News; and Synthesis of Population Communication Experience. Therefore, FY '76 was the last year that Institute activities were organized under the three subdivisions known as Developmental Communication, International Communication, and Popular Culture.

During the year the Institute worked collaboratively with institutions and organizations in Asia, the Pacific and the United States; hosted conferences and seminars; led workshops both in Honolulu and in Asia; organized and participated in research projects; offered grants for graduate study; provided information services; and published and distributed papers, reports, monographs and other publications.

Highlights of the year included the third and final modular professional development workshop which was attended by 31 participants; significant progress in the adaptation of modular materials in collaboration with institutions in Korea, Taiwan, Malaysia, Indonesia and Afghanistan; the initiation of a series of workshops bringing American and Asian trainers to Honolulu to work together in the development of materials based on the modular experience; continued high involvement by professional development interns in Institute activities related to USAID-funded activities; holding of the annual IEC conference, this one on IEC strategies for population programs which was attended by sixteen conference participants in addition to EWCI staff and numerous observers; the organization and hosting of a month-long working group, called the Technical Task Force, which studied and reported on the feasibility of an international population information system and then reported on their findings to the UN Population Commission; the publication of four new titles including the conference report Integrated Communication: Bringing People and Rural Development Together, the demand for which was so great that a second printing was necessary; the design of a new monograph series for the Institute, the first title of which is Communication and Development in China; the implementation of field research in Korea on mothers' clubs; an exciting and very timely conference on Fair Communication Policy; the annual popular culture seminar, this one on traditional media; and a June workshop for the ten writers involved in the monograph series, The Synthesis of Population Communication Experience, which will be one of the main activities of the Institute in FY '77 under the USAID grant.

THE OVERALL PROGRAM OF THE INSTITUTE IN FISCAL YEAR 1976

Background

For the last several years the Institute's activities have been grouped under the three broad subdivisions called 1) Developmental Communication, 2) International Communication and 3) Popular Culture. During FY '76 Institute staff planned and developed new programs which went into effect in FY '77. Activities are now divided into five projects called: Social Effects of Communication, Communication Policy and Planning, Process and Context of Communication, Flow of News, and Synthesis of Population Communication Experience. Many of the activities under the three previous subdivisions are continuing in FY '77 and even beyond.

Below are brief descriptions of each of the Institute's FY '76 activities. Each activity description includes information as to whether or not the activity used USAID grant funds and, if continuing in FY '77, the project it is now under.

I Developmental Communication

This major subdivision has been concerned with the communication components of developmental programs. It was further subdivided into three large project areas: 1) Theory under which were grouped activities designed to add to the theoretical understanding of the use of communication in the development process; 2) Technology and Instruction which addressed the innovative use of media and technology and the development of communication for instruction; and 3) Application of Knowledge which was designed to facilitate better and wider use of existing knowledge through knowledge-sharing activities and by studying the process of information transfer and use.

A Theory

This project area had as its objectives to study specific instances showing successful uses of communication as an element in social and economic development. Three strikingly different and, in some ways, highly successful communication programs were analyzed.

Activity 1: Communication in Rural Development--An Analysis of the Comilla Project

This was an indepth study of a highly successful rural development pilot project in Bangladesh. The study had as its objective to use the Comilla experience to develop a communication model, and to identify and evaluate the concepts and processes involved in this pilot project. A case study resulted from this activity entitled Communication and Rural Development in Bangladesh which was published in June of 1976. The activity was supported in part by the USAID grant.

### Activity 2: Communication in the People's Republic of China

The objectives were 1) to analyze the dynamic patterns of social processes through the use of traditional Chinese media to bring about drastic social and cultural change; 2) to broaden the basis of cooperative research on China; and 3) to revise earlier research on family planning communication in China. During the year a monograph entitled Communication and Development in China was written and edited. It was released in September 1976. A research planning workshop was held, a first draft of the case study on family planning communication in China was written, reviewed and revised (to be published in FY '77) and a book to be called Radical Change through Communication in Mao's China was submitted to and accepted by the East-West Center Press for publication. The activity was supported in part by the USAID grant. Related activities are now under Social Effects of Communication and Process and Context of Communication.

### Activity 3: Rural Development Groups and Family Planning

This was a continuation of the Korean Mothers' Club Study. The main purposes were to compare the organization and operation of rural development groups in several countries and to look at their impact on family planning and other development goals. During FY '76 research activities included a literature search, analysis of secondary data, field interviews, data analysis and report preparation. A monograph entitled Communication for Group Transformation in Development was published in September 1976. This activity was funded primarily by the USAID grant. Related activities are now under Process and Context of Communication.

### Activity 4: Effects of Communication Changes

The objectives of this activity were to lay the groundwork for a long term cooperative research project in Indonesia that will examine social effects of introducing modern communication technology to an Asian society. In FY '76 work included a literature search, research design, and planning discussions with collaborators in Indonesia. No USAID funding was involved in this activity. The activity is now under Social Effects of Communication.

### Activity 5: New Understandings in Communication

The Summer Program of Advanced Study for 1976 had as its topic the role of communicating groups in the development process. The objectives of the summer seminars are to contribute to the understanding of the effective uses of communication in development and to bring together a variety of experience and viewpoints. The seminar was held from June 28 to July 9, 1976. No USAID funds were used in this activity.

## **B Technology and Instruction**

This project area is concerned with the lack of expertise, except in

hardware, for planning national and international communication systems; with too little recognition and sharing of promising innovations in communication use for development; and with the need for better materials for training scholars and professionals in communication.

Activity 1: Conference on Communication Policy and Planning

This was the first year of a new activity centered on communication planning and policies in developing countries. Work was started on a selected, annotated bibliography, which will be published in FY '77, and national, state and city planning documents of selected countries were reviewed. A conference of Asian and Western participants with experience and knowledge in the field of communication planning was convened at the Center from March 7 to March 13, 1976. These activities were designed to establish a framework for specific field research studies to be conducted in FY '77 and beyond. The activity was supported in part by the USAID grant. Now it is under the Communication Policy and Planning Project.

Activity 2: Innovation in Technology and Instruction

Under this activity promising innovations in instructional technology were identified and evaluated. The objective was to build a network of cooperating persons and organizations in Asia and to facilitate exchange of information between them and similar organizations in the United States. The activity was designed to provide opportunities for field studies for EWCI students. No USAID funding was expended in this activity.

Activity 3: Conference on the Pacific Satellite

The conference, which was held in May, provided an opportunity to evaluate the PEACESAT satellite experience and to discuss what kind of satellite will be needed in the Pacific in the future and how it can best be used and operated. No USAID grant funds were used for the conference.

Activity 4: Modular Professional Development Workshop

The last population communication workshop at EWCI was held from October 20 to December 13, 1976. Thirty-one Asian and American participants took part, using the revised modules in differing combinations. The workshop was totally funded by the USAID grant. Follow-up activities will be carried out under the Synthesis of Population Communication Experience Project.

Activity 5: Modular Learning Weeks

Under this activity Asian and American IEC personnel, in small groups or individually, take self-instructional modules under the guidance of EWCI staff. In FY '76 Learning Weeks involved three UNESCO Fellows who were at EWCI for two weeks, East-West Food Institute Professional Development Interns, and an official of the Turkish Family Planning program. This activity was USAID funded.

Activity 6: Modular Materials Research

Under this activity modular training materials were revised, based on evaluation data, with the objective of producing at least twelve fully tested and revised packages of modular development materials by the end of FY '77. Modular materials development has been funded by the USAID grant. It is now under the Synthesis of Population Communication Experience Project.

Activity 7: Consultative Meeting on Innovation in Instructional Development in Communication

A working group of 18 participants met from June 7-12, 1976 to exchange experience and techniques in innovative forms of continuing education. Participants included representatives of institutions collaborating with EWCI in modular adaptation. Plans for further collaboration were discussed. Funded by the USAID grant. Related activities under the Synthesis of Population Communication Experience Project.

**C** Application of Knowledge

This project area was concerned with the processes involved in sharing technical/professional information among and within countries, the establishment of national and international systems for efficient information flow, the development of innovative methods of linking sources and users of information, and the dissemination of experience through various sharing activities and publications.

Activity 1: Computer Application in Information Analysis and Dissemination

This activity was concerned with the application of computerized information systems to facilitate the flow of technical information. Computerized data has been analyzed for use in developing thesauri, identifying and retrieving information on special communication topics, and to show information-seeking patterns of users. The Index on Communication and Non-Formal Education in Population/Family Planning was written in FY '76 and published in September, 1976. This activity was funded by the USAID grant. Related activities are now under the Synthesis of Population Communication Experience Project.

Activity 2: IEC Newsletter

The IEC Newsletter is issued to over 6,500 individuals and organizations in 133 countries and territories. The Newsletter functions as a

clearinghouse of information about resources, events, research and action projects useful to professionals working in population IEC. In addition, the Newsletter serves to disseminate information about the activities of the Communication Institute. A "Supplement," added to the Newsletter in 1973, contains annotated lists of materials newly acquired by the Resource Materials Collection which are available to readers on exchange or at cost. Funded by the USAID grant. This activity is now under the Synthesis of Population Communication Experience.

Activity 3: Documentation Intern Program (September 2-October 10, 1975 and January 19-February 27, 1976)

This practical experience project was for information specialists/librarians and others concerned with communication resource materials. Program activities included consultation/discussion; observation/participation in documentation and dissemination operations and seminars; and visits to appropriate information centers--4 participants were in the first session and 3 in the second session. This activity was funded in part by the USAID grant.

Activity 4: Networking and Linking

This activity had as its objectives to facilitate the development of an international technical population information network and its components of national, regional and international clearinghouses. During the year a small technical task force worked at the Institute to develop detailed alternative network plans, a collaborative regional workshop was held first at the IGCC in Malaysia to define procedures for national network members and then at the East-West Center so that national network members could discuss their interests with the technical task force. The technical task force met in August and September to finalize recommendations and report to an international steering committee. It was funded in part by the USAID grant.

Activity 5: Innovative Methods of Linking Users and Resources

Under this activity, the handbook on Sources of Information on Population/Family Planning was published. The third edition of the Directory of IEC Assistance and Services was published in July 1976. It expanded the number of agency entries to 78, had a revised format, and included more information on grant-making procedures of various agencies. Funded entirely by the USAID grant. Continued distribution under the Synthesis of Population Communication Experience Project.

Activity 6: Assessing Information Seeking, Needs and Uses

The focus of this activity was on developing new knowledge about the process of information sharing and use. Preliminary research proposals were discussed with potential collaborators in several Asian countries who are network members. The results of the research, which will be carried out in FY '77, will guide network members in more adequately

meeting the information needs of their clientel and, at the same time, evaluate the effectiveness of the Institute's Resource Materials Services. Funded by the USAID grant. Continued under the Synthesis of Population Communication Experience Project.

Activity 7: Synthesis of Population IEC Experience

An international team of ten experts were selected to write papers on various aspects of population communication. The writers attended a June workshop in Honolulu during which priority topics were identified and research initiated. Papers will be completed and published in a monograph series in FY '77. Funded by the USAID grant. Continued under the Synthesis of Population Communication Experience Project.

Activity 8: International Conference on IEC Strategies

This was the fourth annual conference under the population IEC program. It was held from December 1 to December 5, 1975. Eighteen participants were invited. They comprised key family planning administrators, or individuals who had developed, implemented and studied communication strategies in population programs. An interim report was issued in 1976. The formal report will be published in FY '77. The conference was funded by the USAID grant. Follow-up activities are under the Synthesis of Population Communication Experience Project.

Activity 9: Study of Rural Development Communication

Under this activity the conference report on the 1974 conference, Integrated Communication: Bringing People and Rural Development Together, was published. Funded by the USAID grant.

Activity 10: Joint Conference and Agricultural Information Workshop

As an adjunct to the annual meeting of the American Association of Agricultural College Editors, which was held in Honolulu, the Institute organized a workshop and invited Asian and Pacific agricultural information specialists to facilitate the development of relations between American and Asian institutions. Participants discussed the inter-relationships of developmental issues such as agricultural production, equal employment, fertility limitation, population education, etc. The module on integrated rural development was developed under this activity. Funded by the USAID grant. Related activities under the Synthesis of Population Communication Experience Project

II International Communication

The Institute's program in international communication has two focal points: The flow of information, ideas and images among the countries of Asia, the Pacific and the United States; and the special problems of communication among the Pacific Islands. Objectives are: 1) to analyze and interpret the knowledge of East and West concerning communication between

nations and cultures and the relation of communication to understanding and peace, and to add to such knowledge where possible; 2) to encourage, by research, cooperation and conferences, scholars of different nations to work together and share knowledge on those questions; 3) to study, in cooperation with scholars of other countries, the flow of communication between nations of Asia, the Pacific and North America; and 4) to encourage and assist, where appropriate, communication professionals and professional organizations of the Pacific basin to establish mutually beneficial regional communication and cooperation.

#### Activity 1: Jefferson Fellowships

A twelve-week program, January 19-May 8, 1976, of professional study and exchange among mid-career journalists from Asia, the Pacific and the United States. Ten journalists participated in the 1976 program, which included three weeks of professional visiting on the U.S. Mainland. The program included professional and public affairs seminars and individual study/investigation papers by the Fellows on topics of their own choice. No USAID funding. Now under the Flow of News Project.

#### Activity 2: Conference on Fair Communication Policy

The conference, which was held from March 15 to March 19, 1976, featured papers and discussions centered on issues such as direct satellite broadcasting, rights and responsibilities in cross cultural communication, rights of news gathering agencies, world flow of television programs, etc. A conference report will be published in FY '77. No USAID funds. Follow-up activities under the Flow of News Project.

#### Activity 3: Study of the Flow of News Between Asia and North America

This activity was concerned with the development of research plans and methodology for content analysis of the flow of news between Asia, the Pacific and North America. After pretesting, the design will be used for a major study of news flow. A selected annotated bibliography was compiled which will be published in FY '77. No USAID funding. Now under Flow of News Project.

#### Activity 4: Study of Communication Resources and Needs in the Pacific

This is a survey involving Fulbright Fellows with local collaboration. The Fellows will survey Pacific Islands communication needs, their experiences with modern communication, the potential benefits of modern communication systems and the present flow of information. No USAID funding. Now under Flow of News Project.

#### Activity 5: Directory of Pacific Island Publications

Under this activity the Bibliography of Mass Communication and the Press in the Pacific Islands was compiled. It will be published in FY '77. No USAID funding.

### III Popular Culture

Popular culture consists of the unofficial, everyday behavior of a society. It utilizes informal rather than formal means of communication. Because popular culture affects all human life and society it represents a large share of the communication exchanged between cultures. Activities in the Institute have consisted of an annual Summer seminar and publications on popular culture.

#### Activity 1: Seminar in Comparative Popular Culture

The seminar, which was held from July 7 to August 1, 1975, was on the uses of traditional media as a medium of communication. Twelve participants attended. The papers from the seminar may be published later. No USAID funds involved.

PROFESSIONAL DEVELOPMENT ACTIVITIES SUPPORTED BY THE USAID GRANT

As in previous years, professional development activities were seen as one of the most important components of the population communication program of the Institute. In FY '76 the third modular program was held; additional modular materials were developed, revised, and published; extensive collaborative projects for modular materials adaptations were initiated; professional development internships were supported; the annual population IEC conference was held, and a large number of visitors welcomed and familiarized with EWCI activities.

I Modular Professional Development

Modular Professional Development in Population/Family Planning IEC began in 1973 with collaborative work to develop professional training materials in IEC, to test these materials in Institute professional development programs, to revise the materials based on evaluation data, and to begin building institutional relationships for eventual adaptation and utilization of the materials in Asian and American educational institutions. The broad goals of the project have been 1) to develop an effective approach to professional study; 2) to build effective learning materials in various problem areas of IEC; 3) to provide intensive development opportunities for Asian and American IEC professionals; and 4) to collaborate with institutions, East and West, in the adaptation and utilization of EWCI materials.

Early thinking by the staff and Asian advisers led to the creation of the "modular" approach to professional development. The elements of this approach are: 1) self-instructional texts built around an important functional area of professional endeavor in IEC; 2) workbooks for application of concepts; 3) explanation of concept and technique through cases and examples drawn from program activities in the field; 4) synthesis of existing research; 5) experiential learning activities (games, exercises, discussions, simulations) designed as integral parts of modules, and packaged for trainer use in the form of Module Manager's Guides.

The modular program has had a number of components as it has matured: modular professional development programs; materials research and development; learning weeks; and sharing conferences. Each has played a particular role in the general research, development, testing, and dissemination phases of the overall effort.

A Modular Professional Development Programs

Three programs have been held, one each in FY '74, '75 and '76. Approximately 100 people from 25 countries have participated. In FY '76 the workshop was held from October 20 to December 13. 36 participants took part, using the modules in combinations suited to their own needs. This final workshop benefitted significantly from the evaluations of and the experience gained in the first two modular workshops. Participants are listed in the Appendix.

## **E Modular Materials Research and Development**

Some sixteen titles for mid-career professional IEC personnel have been developed to various stages of completion. Of these, four have been either dropped for lack of relevance or incorporated into new and improved modules. A total of twelve modules will have been completed by the end of FY '77. At the end of FY '76, six were published, three were in the publications process, and three more were in final stages of revision.

### **Adaptation**

Collaboration with Asian and American institutions for adaptation of materials began early in FY '75. These efforts have followed several models. In Korea, Taiwan and Malaysia modules have been translated and adapted for use with EWCI financial support. In the Philippines new modules are being developed with EWCI support, using the basic CI methodology but incorporating new content. In the United States a similar effort has been completed at Harvard University without CI financial support, although with significant technical collaboration. In Turkey and Thailand, modules have been adapted and translated independently, with feedback to CI. In yet another Philippine project, a module was adapted by an EWCI intern and put into use on returning home. A similar case has taken place at the Chicago Planned Parenthood. There are several instances of use of modules in original form.

Beginning in late FY '76, a further new approach to adaptation of modular materials and approaches was initiated. A series of materials development workshops was begun which will continue into FY '77. The first workshop was conducted jointly with the American Home Economics Association (which provided a grant of \$23,000) to develop lessons integrating family planning with home economics for village-level extension workers, as well as training modules in communication process and low-cost visual-aid construction. During a six-week, August-September, 1976 workshop, eleven participants developed seventeen village lessons and a modular, two-week training course in process and low-cost visual aids. The materials will be field tested in Thailand in FY '77, and disseminated by AHEA.

A second twelve-week developmental workshop for trainers from the Indonesian Agency for Agricultural Education, Training and Extension; the Philippine Rural Reconstruction Movement; and the Afghanistan Ministry of Health began at the outset of FY '77.

This variety of approaches typifies the flexibility needed to adjust the way in which materials are adapted to fit the needs and capabilities of collaborating institutions. Table 1 below lists major adaptation activities to date.

**Problems:** In carrying out these somewhat unprecedented activities, we have found that much more time is required than anticipated. In consequence, projects in Taiwan, the Philippines and Korea which were planned to be completed in FY '76 have had to be extended. All, however, will be completed in FY '77 with no additional costs.



<u>Project</u>	<u>Funding</u>	<u>Modules</u>	<u>Persons Reached</u>
<u>University of Hawaii-Medex Program</u> <u>Helping People Learn</u> adapted as basic training materials for trainers of paramedics	MEDEX No EWCI funding, but staff advice collaboration	<u>HPL</u>	<u>Micronesia</u> 20 trainers <u>Pakistan</u> 30 trainers <u>Honolulu</u> 4 trainers
<u>Mahidol University Bangkok</u> <u>People and Population</u> adapted/translated for teacher in-service in population education	Mahidol	P&P	Approximately 30 teachers
<u>Institute of Maternal and Child Health, Manila, Clinic Education</u> adapted for use in training clinic directors. IMCH staff member completed the work while EWCI intern	EWCI \$2,000 IMCH- Printing and distribution	<u>Clinic</u>	50 clinic staff
<u>Ministry of Health, Turkey</u> <u>Translation/adaptation of Helping People Learn</u>	MCH with support of UNDP advisor	<u>HPL</u>	MCH Trainers, number not known 26 Project managers
<u>Planned Parenthood Association/Chicago area</u> <u>Planning and FHC</u>	EWCI \$1,000 PP - additional staff costs; eventual printing	<u>Clinic</u>	Not yet determined
<u>Clinic Ed</u> adapted by staff member as part of research and training project supported by HEW. Staff member completed work while EWCI Intern.			

<u>Project</u>	<u>Funding</u>	<u>Modules</u>	<u>Persons Reached</u>
<u>Harvard University</u> <u>U.S.</u> Development of modularized course in educational research. Materials completed and used Spring, '76	<u>Joint</u> Harvard, with CI technical advise	Educational Research	20-30 American and international students per semester
<u>Agency for Agriculture, Education, Training and Research</u>  <u>Indonesia</u>  Adaptation/translation of five modules for experimental use in 2 on-going training programs. Materials to integrate family planning.	<u>Joint</u> EWCI supports two interns and one staff consultant for Honolulu Development Workshop. Agency covers all costs of printing and field training	<u>FHC, HPL, Planning, Organization, Coordination, Strangers</u>	40-60 Extension trainers in 2 experimental programs; potential to reach several thousand extension personnel
<u>Philippine Rural Reconstruction Movement</u>  Development of communication training modules based on CI modules	<u>Joint</u> CI supports one intern and one staff consultant; PRRM-Printing and training costs	All modules	Not yet determined
Population Center Foundation-Philippines Adapted and used CI module on <u>Using Information</u> Project Completed	PCF CI technical advice	<u>Using Information</u>	25 trainers

<u>Project</u>	<u>Funding</u>	<u>Modules</u>	<u>Persons Reached</u>
<u>Institute for Economic and Social Research (IESR)*</u>	EWCI \$2,150 subsidy	<u>FHC</u>	Estimated 3,000 university students/faculty
<u>Indonesia</u>			
Translate/adapt and publish <u>FHC</u> ; 3000 copies as textbook in Indonesian Universities	*IESR is Indonesia's most prestigious academic publisher.		

Key: FHC-Fundamental Human Communication; Planning-Planning Communication for Family Planning; P&P-People and Population; HPL-Helping People Learn; Clinic-Clinic Education; Strangers-Strangers and Changers; Consultancy Roles in Birth Control; UEM-Using Existing Media; Using Info-Using Information for Problem-Solving

#### C Modular Learning Weeks

Approximately 20 short-term visitors have worked with modules in Honolulu. In addition, two special programs have been organized. The first, conducted in FY '75, was a two-week seminar for six population planning officers responsible for implementation of the national population program in Bangladesh. This activity was requested and supported by the World Bank. A second two-week seminar was conducted in FY '76 for three UNESCO fellows from the Population Education Program in Sri Lanka and for Professional Development Interns of the East-West Food Institute. This seminar was a trainers seminar, built around the module Helping People Learn.

#### D Conference on Innovation in Instructional Development in Communication, June 7-12, 1976

Coordinated by Visiting Researcher Antonio V. Ulgado, this meeting brought together 18 individuals either working directly with EWCI in various ways on modular materials or with extensive experience in innovative instructional approaches. The meeting resulted in increased understanding of the problems of materials adaptation and translation, and plans for continued collaboration in the study of adaptation/translation processes. The conference also led to a number of fruitful interconnections among institutions collaborating in the overall effort. A list of participants may be found in the Appendix.

#### II Documentation Interns

Two participants from the Ministry of Health of Indonesia were among the Documentation Interns who spent six weeks from September 2 through October 10, 1975 on a program of activities related to special libraries and information

centers. Kayes Lumatauw of the Central Health Library examined and produced a paper on library networking in health information. Rachmat Judono Mochtar, Head of the National Institute for Health Research and Development Library, investigated and prepared a paper on the development of a special information center for health research and development. Both institutions, with which the participants are affiliated, are heavily involved in population/family planning programs.

### III Professional Development Interns

Several Professional Development Interns were involved in USAID funded projects. Some of these interns arrived at the Institute in FY '75 and stayed through part of FY '76.

The following were involved in the modular program activities:

Mr. Victor Valbuena of the Institute of Maternal and Child Health, Philippines, spent two months at the Institute in 1975 developing modular training materials for use in the Philippines, and teaching in the Third Modular Program. Beginning in April 1975, Ms. Uma Shrestha of the Nepal Women's Organization undertook a one-year internship for materials development and study of development communication. The Institute shared support for Ms. Loretta Santiago, of the National Irrigation Administration, Philippines, for an internship in training materials development and techniques for integrating family planning into agricultural education. Mr. Richard Bettini, a Master's Degree student from the University of California at Berkeley, worked here on modular materials for three months. The Director of the Training Division of the Population Planning Directorate in Turkey, Mr. Baki Durmaz, spent five months studying and developing modular materials under an internship that was jointly funded by Johns Hopkins University. Ms. Jane Clark, a consultant for the Chicago Planned Parenthood, spent part of November at the Institute during the Third Modular Program.

Ms. Joung-Im Kim, from the Korean Institute for Family Planning, participated for five months in the Technical Task Force activity under Information Sharing and Utilization Project. Ms. Chuan Chuan Yuan from the Chinese Center for International Training in Family Planning was an intern for the last half of FY '76 under the synthesis project. Ms. Karen Dobrusky of Columbia University spent the summer of 1975 as an intern in the area of Information Sharing and Utilization.

### IV Annual Conference: International Conference on Information, Education and Communication Strategies: Their Role in Promoting Behavior Change in Family and Population Planning.

The conference was held from December 1-5, 1975. This was the fourth "idea" conference organized by the Institute with the common purpose of generating fresh ideas and exploring new communication approaches for family and population planning programs. In considering specific examples of how communication is being used in various countries to induce behavior changes

leading to lower fertility, the conference discussions ranged widely over social, political, economic and administrative resources and constraints that must be taken into account in planning communication strategies. The point of view that population policies and activities should be closely tied to other development policies and activities was espoused by many of the conference participants. The sixteen conferees included persons with varying types of communication backgrounds and responsibilities: program administrators and practitioners, scholars and representatives of international agencies. Countries represented were Colombia, India, Indonesia, the Philippines, Singapore, Sri Lanka, Thailand, Korea, Pakistan, Taiwan and the United States. Social scientists with knowledge of the family planning strategies of the People's Republic of China were also present. A formal conference report will be published in FY '77.

#### V Visitors

Approximately 80 visitors interested in population IEC were received by the East-West Communication Institute between July 1, 1975 and June 30, 1976. The majority were from country programs, being either population and family planning workers interested in the communication components of the program, or IEC specialists. Most were sponsored by USAID, others by private organizations. The Appendix gives details on visitors.

Where sufficient notice is given before arrival and information is available about the visitor, special programs are arranged to suit their interests. In addition to consultations with EWCI staff, programs include visits to other resources in Honolulu such as the Department of Health to observe their Health Education programs and Kapiolani Hospital, which has a good collection of audio-visual aids for patient education.

INFORMATION SHARING AND UTILIZATION ACTIVITIES SUPPORTED BY THE USAID GRANT

A widespread communication problem within and between countries of East and West (and between researchers and practitioners) is the inadequate sharing and utilization of information for problem solving. Consequently the Institute has used some of the USAID grant to support activities aimed at overcoming these problems in the population and development community. The objectives of the various activities under this project in Information Sharing and Utilization include: 1) Developing new knowledge about the processes of the exchange of information and its effective use among professionals in population and related fields; 2) Examining and evaluating how different ways of presenting and transmitting information and of using new communication technology can facilitate these processes; 3) Developing, pretesting, disseminating and evaluating Institute publications and other resources on population IEC and related areas as a vehicle for studying these processes; 4) Establishing and developing with other institutions continuing, collaborative interaction on the problems of information sharing and utilization in population and related fields; 5) Helping develop in Asia and the U.S. professional capabilities that can be applied to the solution of these problems; and 6) Preparing and disseminating research findings and other practical project results to people working on these problems in population and related fields.

I Information Networking Activities

A workshop on Systems Interconnection: Standardization, Uniformity and Coordination in Population/Family Planning Information Networking was held in Kuala Lumpur from April 12-16, 1976. This workshop, which was jointly sponsored by the Inter-Governmental Coordinating Committee, Southeast Asia Regional Cooperation in Family and Population Planning (IGCC) and the Communication Institute, with the cooperation of ESCAP, continued the efforts in information networking activities initiated in 1972 in Bangkok. Participants from the national family planning agencies of Indonesia, Malaysia, Pakistan, the Philippines, Singapore, Thailand and from ESCAP, IPPF-ESEAOR and IDRC discussed a basic list of terms/descriptors for networking purposes, and agreed to establish an informal sub-regional network among the ASEAN countries and to follow specific procedures within this sub-regional network.

Selected members representing the participants from the Kuala Lumpur Workshop proceeded to Honolulu to convey the deliberations and results of the Workshop to the Technical Task Force that was working on a proposed international population information network. This joint meeting which met the week of April 19-23, 1976, was called the Workshop on National-International Population Information Network Linkages. Discussions were held on national needs and the constraints and key issues as seen by the Technical Task Force. In addition, reports on the current status of national network systems and coordinating units were presented in order to bring the Technical Task Force up-to-date. The input from the Kuala Lumpur Workshop played a significant role in the development of plans for an international information network.

The results of the two workshops were further disseminated by Institute staff in a paper given at the Ninth Annual Conference of the Association of Population/Family Planning Libraries and Information Centers (APLIC-International) in Montreal on April 27, 1976.

## II Development of POPINS (Population Information System)

A major activity under the Information Sharing and Utilization Project has taken the form of collaboration with CICRED (International Committee for the Coordination of National Research in Demography) and the UN Population Division in taking steps toward a worldwide population information system. The initial stimulus for POPINS, as the system is being called, was the recommendation by the UN Population Commission at its 17th session that the feasibility of an international system for bibliographic storage and retrieval be studied.

The East-West Center became involved in this effort when David Radel was invited at CICRED's cost to represent the Communication and the Population Institutes at a meeting in Mexico City in September 1975 of persons involved in population information work. This meeting recommended that an Interim Steering Committee be established to set initial policy and to appoint and oversee the work of a small group called the Technical Task Force (TTF). With UNFPA funding, CICRED organized the first meeting of the ISC in January 1976 under the chairmanship of the Director of the UN Population Division. At this meeting EWCI offered to host the first meeting of the TTF and to use its USAID funding to support members of the TTF from the Asian region. David Radel was appointed Administrative Organizer of the TTF. Other members were from Australia, Canada, Chile, Ghana, and Thailand. A small grant from the Ford Foundation supported TTF members from outside the EWC mandated territory as well as several consultants.

The TTF met at EWCI from 31 March through 30 April 1976. Since the coordinator, Wilfred Borrie of Australia, was unable to attend most of this first working session, David Radel spent one week with him in June to develop a detailed outline of the TTF report. During July and August Professor Borrie prepared the first draft of the report, which was then reviewed and rewritten as required when the TTF reassembled at the Office of Population Research, Princeton University from 30 August through 18 September, 1976. The following week (20-24 September), the Population Information Program at George Washington University hosted a joint meeting of the TTF and the ISC to review the report and prepare a summary version for submission to the UN Population Commission. USAID funds were used in these final meetings to support the Asian participant (Mr. Hunter Chiang of ESCAP) and David Radel. All other support for both meetings was supplied by the UN Department of Economic and Social Affairs and, on a matching basis, by the International Development Research Centre (IDRC) of Canada.

The basic conclusion of the TTF report was that while a worldwide computerized information network for the population field is clearly feasible from the technical point of view, the main focus of efforts to develop an inter-

national population information network should be at the national and regional levels, primarily in the Third World. More training and more technical and financial assistance is required to develop national information infrastructures. Although existing major information services (e.g., PIP, Population Index, UNC/TIS, and IPPF), are serving a useful function, they are considerably underutilized, especially by developing countries. In addition, they are missing much of two important components of the world's literature in population: mimeographed and similar "fugitive" materials prepared in the less developed countries and materials written in languages other than English, Spanish, and French. POPINS needs to be designed so that it could supplement and support the efforts of these existing services; it is not intended to replace them. Hence a concerted effort is required to ensure the interest and involvement of these existing systems, many of which are supported partially or totally by USAID itself.

A detailed plan of action for the coming two years emerged from the joint meeting in Washington. It calls for the establishment of a two-person secretariat in the UN Population Division to work on four major tasks: 1) identification of needs and potential to participate at the national and regional level; 2) development of collaborative arrangements involving the existing major systems; 3) determination of the empirical dimensions of the problem (e.g., how large the world's population literature is and what portion of it is relevant to worldwide--as opposed to national or regional--information needs); and 4) detail design of an appropriate system for eventual implementation. This plan of action and the summary and conclusions from the TTF report, as revised by the ISC, are currently being translated into the other working languages of the UN for consideration at the Population Commission's 18th session in January 1977.

### III Development of a Master List of the World's Population IEC Literature

Stimulated through a modest grant from the Ford Foundation in June 1975, EWCI initiated the compilation of a comprehensive list of the world's population IEC literature. Under the Institute's project in Information Sharing and Utilization, this activity was also supported from the USAID grant. The final product, a 300-page book entitled Communication and Non-Formal Education in Population/Family Planning: An Index of Materials Together with Information on Obtaining these Materials (David Radel and Sumiye Konoshima, compilers), was printed and distributed in September, 1976. Copies were sent to the "key IEC leaders" portion of the Institute's mailing list and to people involved in population and information work.

The Index gives full bibliographic details plus information on how to obtain copies of nearly 3,000 materials. The materials listed include books and documents in English, Spanish and French, as well as audio-visual materials and periodicals. The sources from which these materials are available range from libraries with copy services, to publication programs of non-profit organizations, to commercial publishers. Each item has been indexed through the use of 110 subject matter descriptors and, as required, 79 geographical descriptors and 3 type-of-document descriptors. These descriptors are

are arranged both in logical, hierarchical fashion to show the relationships among terms, and in alphabetized form in indexes. In the three indexes, in which the descriptor terms are listed alphabetically, each term is followed by the alpha-numeric codes that have been assigned to the materials to which that term applies. These codes enable the user to distinguish between materials in each of the three languages covered--English, Spanish, and French--and the audio-visual materials and, of course, to find the applicable materials in the four lists. The three lists of books and documents consist of standard bibliographic entries that include the descriptor terms assigned to the document and other codes that indicate the copy service, publication program, or other sources for that particular item. Entries on the list of audio-visual materials include full information on the sources in the entry itself. Detailed instructions on how to use the Index appear in a User's Guide and in introductions to each section. Over 25 organizations collaborated directly in the preparation of the Index.

#### IV IEC Newsletter and IEC Materials Service

IEC Newsletter No. 23 devoted eight of its 12 pages to a comprehensive and highly illustrated report on the family planning programs in Thailand. It described the activities of the three major organizations involved: The National Family Planning Programme, The Planned Parenthood Association of Thailand and Community-Based Family Planning Services. This was the first comprehensive report on Thailand's family planning programs. In fact, a thorough description of the government program had never appeared in any publication.

A 12-page Supplement to this Newsletter contained 60 annotations of newly acquired materials in the Institute's Resource Materials Collection.

IEC Newsletter No. 21/22 was in the conventional format with a lead article featuring a relatively unknown but highly effective program in Indonesia. IEC Supplement No. 21 was 16 pages long and contained over 100 annotations of newly acquired materials in the Resource Materials Collection.

During this period, preparations were also underway for two subsequent issues of the Newsletter. In addition, the mailing list continued to grow (via requests) to the point where 7,000 copies were printed in order to fulfill the demand.

In response to requests of users of the Supplements, the Resource Materials Service mailed out approximately 1,253 xerox and 880 microfiche copies of documents on IEC. These were requested from approximately 200 organizations from all over the world. Individuals and institutions working in Asia, the Middle East, Latin America, and Africa requested about 55% of the total number of items.

Due to day-to-day operation of the Newsletter, there has emerged an international network of cooperation and contact with well over 300 organizations and individuals working in population communication around the world. In addition, during this period, over 100 unsolicited letters testifying as to the usefulness of the Newsletter have been received.

## V Innovative Methods of Linking Users and Resources

This activity was essentially completed in FY '76 although continued distribution of the publications produced under it will continue. The major output was the third edition of the Directory of IEC Assistance and Services. The Directory contains profiles of 78 agencies and institutions which provide assistance for the information, education, and communication components of population and family planning programs. Profiles of donor agencies describe the overall purpose of the organization, its population activities and its IEC assistance programs, and the criteria and procedures for granting assistance. Profiles of those organizations that do not provide financial assistance, describe their training programs, information services, and/or consultative services. Tables are included which list organizations under specific areas of IEC interest, geographical emphasis, and types of IEC assistance and services offered. Mailing addresses, telephone numbers and cable addresses are included in each profile.

Based on a survey of users of the second edition, the format was changed and information on agencies' criteria and procedures for granting assistance was included. It will be distributed throughout FY '77 as well as its companion publication, Sources of Information on Population/Family Planning: A Handbook for Asia, which provides information on sources of technical information on all aspects of population and family planning.

## VI Publications and Mailing List

A. During FY '76 the following titles were published under the USAID grant:

1. Integrated Communication: Bringing People and Rural Development Together. R. Lyle Webster, editor. 1975. 200 p.
2. Directory of IEC Assistance and Services. (Third Edition). Elizabeth Bentzel Buck, editor, with David J. Radel. 1976. 224 p.
3. Communication and Non-Formal Education in Population/Family Planning: An Index of Materials Together with Information on Obtaining these Materials. David J. Radel and Sumiye Konoshima, compilers. 1976. 310 p.
4. IEC Newsletter: Information, Education, and Communication in Population. Accompanied by an annotated list entitled, "Newly Acquired Materials Now Available."

B. Learning Modules for Professional and Administrative Staff Working in Development Communication Programs. John Middleton, general editor.

Modules published in FY 1975:

1. "Fundamental Human Communication." D. Lawrence Kincaid with Wilbur Schramm. Text, Case Study.
2. "Planning Communication for Family Planning IEC." John Middleton with Yvonne Hsu Lin. Text, Workbook, Manager's Guide.
3. "People and Population." James R. Echols. Text, Workbook, Manager's Guide.
4. "Helping People Learn: A Module for Trainers." Francine J. Hickerson and John Middleton. Text, Workbook, Manager's Guide.
5. "Organizational Communication and Coordination in Family Planning Programs." George Beal and John Middleton. Text, Workbook, Manager's Guide.

Modules published in FY 1976:

6. "Strangers and Changers: Consulting Roles in Social Development." Ellwood B. Carter, Jr. Text, Databook, Manager's Guide.

Modules written and/or revised in FY '76 to be published in FY '77.

7. "Clinic Education." Sanford Danziger, Victor Valbuena, and Jan Brittain-La Brie.
8. "Pre-testing Communication for Family Planning Programs." Iqbal Qureshi and D. Lawrence Kincaid.
9. "Using Media for Family Planning." Mary-jane Snyder, Jane Clark and Margaret White with Merry Lee San Luis.
10. "The Role of Communication in Programs that Extend Beyond Family Planning." Robert P. Worrall and O.D. Finnigan. Text, Manager's Guide.
11. "Using Information for Problem Solving: A Module for Administrators, Information Resource Persons, and Researchers." Sumiye Konoshima, David J. Radel, Generoso Gil, and Elizabeth B. Buck, Text, Manager's Guide.
12. "Communication and Education for Rural Development." David Kline and Robert P. Worrall with Syed A. Rahim.

C. The following publications, produced in earlier fiscal years, continued to be requested and distributed in FY '76:

1. Inventory-Analysis Report Series:

Information, Education, Communication in Population: Reports on Country Programs and Future Needs for International Assistance in Population/Family Planning. (Separate reports on Arab Republic of Egypt, Colombia, Iran, Korea, Malaysia, Philippines, Singapore, Thailand, Turkey, Ecuador, Hong Kong, Indonesia, Mexico, Taiwan, Tunisia, Jamaica, Morocco, Nepal, Pakistan and Sri Lanka.)

Information, Education, Communication in Population: Reports on International Assistance Agencies' Programs/Services; and Reports on Organizations Providing Training/Information/Consulting Services. (Separate reports on FPIA, Overseas Development Administration--U.K., Population Council, WHO, DSCS, USAID, Asia Foundation, UNICEF, Population Reference Bureau, University of North Carolina, Church World Service, ESCAP, FAO, Ford Foundation, ILO, PAHO, Pathfinder Fund, Population Crisis Committee, Rockefeller Foundation, SIDA, UNESCO, UNFPA, World Education, World Neighbors.

2. Knowledge into Action: The Use of Research in Taiwan's Family Planning Program. George Cernada and T.H. Sun. July 1974. 44 p. (EWCI Paper Series.)
3. Traditional Midwives as Family Planning Communicators in Asia. Everett M. Rogers and Douglas S. Solomon. 1975. 143 p. (EWCI Case Study Series.)
4. Mothers' Clubs and Family Planning in Rural Korea: The Case of Oryu Li. D. Lawrence Kincaid, Hyung-Jong Park, Kyung-Kyoon Chung, and Chin-Chuan Lee. 1975. 76 p. (EWCI Case Study Series.)
5. Sources of Information on Population/Family Planning: A Handbook for Asia. Sumiye Konoshima, David Radcliff, and Elizabeth Bentzel Buck. 1975. 263 p.
6. Using Commercial Resources in Family Planning Communication Programs: The International Experience. Michael McMillan, editor. 1973. 144 p.
7. Making Population/Family Planning Research Useful--The Communicator's Contribution. James R. Echols, editor. 1975. 72 p.
8. Questions and Answers about Commercial Resources for Family Planning Communication Programs. Douglas S. Solomon. 1973. 28 p.
9. An Approach to Training in Population Communication. Huber Ellingsworth et al. 1972. 29 p.

10. A Researcher's Guide to Social-Psydhological Variables in Family Planning Research. Florangel Rosario. 1973. 34 p.

D. Mailing List and Dissemination Activities

As of March 1976 the coded, computerized mailing list of people interested in IEC had a total of 4,167 addresses on it. Of these, 752 were categorized as key IEC policy makers or administrators. This latter group received special mailings of key IEC publications. Notices about these publications were circulated to others in order that those who were particularly interested could request specific items. Most publications were also "advertised" through the IEC Newsletter.

A geographical breakdown of the mailing list showing the following approximate percentages: Asia and the Pacific, 42%; South America, 9%; Africa, 12%; United States, 30%; and other developed countries, 7%.

### RESEARCH SUPPORTED BY THE USAID GRANT

Although various research activities at the Institute benefited indirectly from the USAID grant, the research activity directly supported by the grant during the year focused on the role of leadership and group communication in influencing decisions about family planning and other development goals in rural villages of Korea and the Philippines.

#### Rural Development Groups and Family Planning

The overall purpose of this research project is to describe the organization and operation of rural development groups and to analyze their impact on family planning and other development goals in rural villages. The first study was done in Korea by Dr. Il Chul Kim, Population and Development Studies Center, Seoul National University, Korea, and Dr. D. Lawrence Kincaid, EWCI. Data were collected during the winter of 1976, and in July Dr. Kim began a six-month fellowship at the EWCI to analyze the data and prepare the first report. The data were collected from the New Village Movement volunteer leaders, the village development councils, and Mothers' Club leaders in twenty-four purposively sampled villages, and by means of a mail survey of a national probability sample of male and female leaders in 206 villages.

The research results are expected to provide precise information about how rural villagers obtain relevant information about alternative development projects and obtain the requisite support and joint decision for their successful implementation. The study has been designed to discover 1) how family planning goal-setting and practice is integrated into other development activities by the villagers themselves, 2) the nature of the relationship between male and female volunteer leaders and their respective development/family planning groups, 3) the role of peer groups on village patterns of communication and decision-making processes, and 4) the nature and impact of outside influence. The final report of the Korean research results will be available by June, 1977.

In September of 1976 a comparative study was initiated in the Philippines in collaboration with Dr. Rogelio Cuyno, Department of Development Communication and Agronomy, University of the Philippines at Los Banos. Plans have been made to study approximately 20 villages in Bulacan and Cavite Provinces. Data will be collected by February of 1977, and a preliminary report of the findings will be available by the following June.

GRADUATE SCHOLARS PARTICIPATION IN USAID-FUNDED ACTIVITIES

I. East-West Center Grantees

The following graduate student grantees participated in USAID-funded activities:

1. Chang, Eng-Ell, graduate degree student in the University of Hawaii School of Public Health at the master's level, and Chief of the Health Education Division in the Republic of China's National Health Administration (on leave). Mr. Chang participated in the Modular Professional Program in Population Information, Education and Communication.
  
2. Farstrup, Gregory, degree scholar at the graduate level, majoring in educational communications and technology, received a Master's of Education degree. Former Director of the Family Planning Center of Lincoln, Nebraska, Farstrup participated in AID-sponsored activities concerned with commercial resources and marketing in family planning services. For field study, Mr. Farstrup visited the AID-sponsored Chinese Center for International Training in Family Planning in Taichung, Taiwan, and Bangkok's United Nations Development Support Communication Service.  
  
He conducted field research and observation in Sri Lanka concerned with the utilization of commercial resources in marketing of the family planning message. He was associated with the family communication project in FPCP and worked closely with the Sri Lanka Ministry of Information and Broadcasting. His East-West Center advisers were Dr. Robert Worrall, Assistant Director, East-West Communication Institute, and Dr. David Radel, Institute Researcher.
  
3. French, James, graduate student in Educational Communications and Technology, is pursuing the Master's of Education degree, on leave from the United Nations Development Support Communication Service in Bangkok where he is employed as a Research Consultant in family planning communication. Mr. French is concerned academically with technological innovations and training, especially in the field of agricultural education and communication.
  
4. Gonzalez, Hernando, EWC scholar in the Graduate Department of Educational Communications and Technology is pursuing the degree of Master's of Education. He is currently on leave from the Philippine Commercial and Industrial Bank where he serves as the Director of Advertising. Mr. Gonzalez is concerned with development communication especially in the field of agriculture. He also participated in the Conference on Integrated Rural Development.
  
5. Karuppiah, Rajalingam, from Malaysia, is pursuing a Master's of Library Studies. In the Institute he has been affiliated with Miss Sumiye Konoshima and has been interested in communication documentation.

6. Kim, Ho-Jin of Korea is a Ph.D. student in the Department of Political Science, University of Hawaii. Mr. Kim has been working closely with Dr. Lawrence Kincaid in the project on Patterns of Communication and Decision-making in Family Planning in Rural Development. Mr. Kim's Ph.D. thesis is concerned with Leadership and Rural Change in Korea.
7. Kuang, Sunshine, from the Republic of China, is an M.A. candidate in the University of Hawaii Graduate Department of Communication. Miss Kuang has been working with Dr. Godwin Chu in connection with communication for family planning IEC.
8. Mauricio, Rebecca from the Philippines is pursuing a Master's in Public Health at the University of Hawaii Graduate Department of Public Health while on leave from the Government of the Philippines where she serves as family planning coordinator for the Philippines' Department of Health. Ms. Mauricio has been working in close cooperation with Dr. John Middleton in the Modular Professional Development Program. Similarly, she worked with Dr. Robert Worrall and Dr. Godwin Chu in her interest in family planning IEC in the People's Republic of China. As a first for an EWC grantee, Ms. Mauricio visited the People's Republic of China as her field education experience.
9. Niyamanont, Lalit of Thailand pursued a Master's of Public Health in the University of Hawaii Graduate Department of Public Health. Miss Niyamanont is on leave from the United Nations Development Support Communication Service in Bangkok. She participated with Dr. John Middleton in the Modular Professional Development Program and in other USAID-funded Institute activities.
10. Thawatwichian, Surachai of Thailand is pursuing a Master's of Education in educational communications and technology. Mr. Thawatwichian is on leave from the Thailand Teachers College where he serves as an English Instructor. He is interested in development communication and participated in the conference on Communication for Integrated Rural Development.
11. Yum, June O. from Korea worked in collaboration with Dr. Lawrence Kincaid to conduct research on the development of Mothers' Clubs in the Philippines (using the Korean model with which she is familiar).

## II. Joint Doctoral Intern

Mr. Generosa J. Gil, who took a leave of absence from the Population Center Foundation in the Philippines where he directed information services, has been pursuing his doctorate at Stanford University. He has spent six months at the Institute working on his dissertation and participating in the development of the module on Using Information for Problem Solving and in the formulation of plans for the research on assessing information needs and uses.

## APPENDIX A

Staff

(As of October 30, 1976)

**Director**

LYLE, Dr. Jack: Doctorate in Mass Communication Research from Stanford University, member of the Journalism Faculty at UCLA for 13 years. Came to the East-West Center in 1975 from the Corporation for Public Broadcasting in Washington, D.C. where he was Director of Audience Research. International experience includes serving as assistant director of worldwide study of the use of radio and television for instruction, a UNESCO project. Books and articles cover a wide scope of media problems but special focus has been the impact of television on audiences.

**Assistant Director for USAID Activities**

BUCK, Elizabeth: Master's degree in Library Science from the University of Hawaii. Prior to joining East-West Center in 1971 worked as Reference Librarian at Northwestern University and Personnel Specialist at the U.S. Office of Education. Has been involved in the Information Sharing and Utilization Activities.

**Assistant Director for Administration**

MIDDLETON, Dr. John: Former Executive Director of Program and Training Council of ACTION/Peace Corps. Has served as Special Assistant to Associate Director of Peace Corps, and as Peace Corps volunteer and staff in Korea and Micronesia. Doctorate in Education from Harvard, recent research and publications have focused on innovative educational approaches. Has directed the Population Education and Modular Professional Development projects since joining the Institute in 1972.

**Distinguished Center Researcher**

SCHRAMM, Dr. Wilbur: Educated at Harvard and University of Iowa, where he received his doctorate. For 18 years before joining the East-West Center was Janet M. Peck Professor of International Communication Research at Stanford University. His many books have been widely translated and form core reading in communication programs all over the world. Recipient of many awards for distinguished contribution to journalism, broadcasting, communication research and educational technology, including the first honorary doctorate from Great Britain's Open University. Served as the Institute's Director from 1973 to 1975. Current research activities focus on communication in the South Pacific.

**Research Associates**

CHU, Dr. Godwin: Prior to joining the Institute in 1974 was Professor of Communication and Director of Graduate Journalism Research at Southern Illinois University. Born in Peking, received Doctorate in Mass Communication Research from Stanford University. Author of numerous monographs and articles on use of communication for development, especially its use in China. Project leader for Social Effects of Communication.

**KATO, Dr. Hidetoshi:** Joined the Institute in 1972, divided time between East-West Center and Gakushuin University in Tokyo. Educated at Hitotsubashi University, received Doctorate in Sociology through Toyo University. Postgraduate work at Harvard and University of Chicago. Widely published in both Japan and the United States. Recent research has centered on popular culture and traditional media.

**KINCAID, Dr. D. Lawrence:** Doctorate in Communication from Michigan State University. Served as a Peace Corps volunteer in Colombia. A member of the Institute's staff since 1972, currently working on studies of rural groups as they relate to developmental communication. Project leader for Process and Context of Communication.

**LIM, Dr. Maggie:** Born in Singapore, she took her Doctorate in London and was formerly Head of Maternal and Child Health Services, Ministry of Health, Singapore. Many years involvement with growth of family planning in Southeast Asia working with the International Planned Parenthood Federation. Holds joint appointment as Professor of Public Health, International Health Program, University of Hawaii. Retires January, 1977.

**RADEL, Dr. David:** Came to East-West Center in 1971 from Kenya, where he was Ford Foundation Regional Advisor on Population Matters. Studied social relations at Harvard, was a Fulbright scholar in Berlin, holds Doctorate in Sociology from University of Minnesota. On leave of absence 1976-77 for assignment as Communication Specialist with World Bank's Population and Nutrition Projects Department.

**RAHIM, Dr. Syed A.:** Was Chief of Rural Institution Section in Bangladesh Planning Commission before joining Institute in 1974, and participated in formulation of that country's first five-year plan. Directed research in Comilla Academy for Rural Development 1963-71. Master's degree in Statistics from Dacca University, Doctorate in Communication from Michigan State University. Project leader for Communication Policy and Planning.

**RICHSTAD, Dr. Jim:** Experienced as a journalist, taught in that field at the University of Hawaii prior to joining the Institute in 1970. Doctorate in Mass Communication from University of Minnesota. At present continues work on international communication policy problems in the South Pacific and is project leader of the Flow of News.

#### **Program Officers**

**GUGELYK, Ted:** Formerly Dean of Students at Maui Community College, now serves as Institute's Program Officer for degree students. Master's degree in Sociology from the University of Hawaii. On leave starting January 1977.

**SAN LUIS, Merry Lee:** Conference Program Officer. Prior to joining the Institute in 1971, worked extensively in various countries of Southeast Asia, including serving as Head of the Office of Information at the International Rice Research Institute, Philippines and Information Officer to USAID/Philippines.

**WHITE, Margaret:** Conference Program Officer. Former East-West Grantee, holds Master's degree in Asian Studies from University of Hawaii. Was reporter for Associated Press and Conference Officer for Pacific and Asian Affairs Council in Hawaii.

#### Specialists

**GARRETT, Kay:** Publications Officer. Graduate of Bowling Green University, has extension experience in editorial and publications production, including work as Production Editor for John Wiley and Sons, and as Copywriter for the University Press of Hawaii.

**KONOSHIMA, Sumiye:** Resource Materials Specialist. Master's degree in Social Psychology from Columbia University and Library Studies from the University of Hawaii. Was Administrative Manager for Wenner-Gren Foundation prior to coming to the East-West Center as a librarian in 1963.

**YOUNT, Barbara:** Writer/Editor, responsible for writing and editing the "IEC Newsletter." Managing Editor of "American Scientist" magazine prior to coming to the Institute. A Woodrow Wilson and Fulbright scholar, holds Master's degree in International Law and Relations from Columbia University.

#### Administration

**HONG, Vera:** Chief Administrative Assistant for the Institute since its formation, began association with East-West Center in 1962 working in the Institute for Student Interchange. Graduate in Sociology from University of Hawaii.

**IKEDA, Carolyn:** Administrative Officer. Previously worked with University of Hawaii Center for Korean Studies and Multi-Cultural Center of the Hawaii Foundation for History and Humanities. Graduate of University of Hawaii in Education.

#### Visiting Researchers

**SAUNDERS, Lyle:** Longtime Program Officer of Ford Foundation, including a number of years in Asia; was Director of University of Colorado Social Science Research Institute. (11/1/75-10/31/76)

**ULGADO, Dr. Antonio V.:** Vice President for Academic Affairs, Philippine Women's University. (8/25/75-8/24/78)

**ADHIKARYA, Ronny:** Formerly staff member of EWCI and Ass'tant Professor of Communication, Universiti Sains Malaysia, Penang, Malaysia (8/176-9/30/77)

**Former EWCI Staff involved in USAID Activities during FY '76**

**ARNOLD, Carol:** Former Assistant Resource Materials Specialist. Resigned July 1976 to accept position as Librarian of University of Hawaii, School of Public Health.

**WORRALL, Dr. Robert P.:** Former Assistant Director for USAID Activities. Resigned July 1976 to accept position as Vice President of Population Reference Bureau.

## APPENDIX B

Professional Development Participants  
(Selected Activities)Agricultural Information Workshop

John Brien, Senior Lecturer, Agricultural Extension, Agricultural Economics Department, University of Sydney, Australia

Ta'alolo P. Galea'i, Administrative Officer, Department of Agriculture, American Samoa

Henry Stuart Hawkins, Senior Lecturer in Agricultural Extension, School of Agriculture and Forestry, University of Melbourne, Australia

Encik Yussef Hussain, Acting Head, Department of Extension and Agricultural Education, and Lecturer in Developmental Communication, University of Malaysia, Malaysia

Abdul W. Khan, Associate Director and In-charge, Communication Centre, G.B. University of Agriculture and Technology, Pantnagar, India

David Kline, Graduate School of Education, Harvard University, Massachusetts

Charlie H.Y. Lu, Agricultural Extension, College of Agriculture, National Taiwan University, Taiwan, Republic of China

Milton E. Morris, Chairman, Public Information Department, College of Agriculture, University of Kentucky, Kentucky

Zacharias Sarian, Editor, Agriculture and Industry Magazine, Philippines

Lalit Nath Sharma, East-West Communication Institute Graduate Student Grantee, from

William B. Ward, Communication Arts, Graduate Teaching and Research Center, New York State College of Agriculture and Life Sciences, Cornell University, Ithaca, New York

Observers

Brian Amini, Director of Information, Chief Minister's Office, Papua New Guinea

John C. Baker, Head, Public Service Board, Papua New Guinea

Agustine Maino, Area Coordinator, Department of Agriculture, Stock and Fisheries, Papua New Guinea

Internship in Communication Documentation

Anicia G. Canseco, Head, Library and Documentation, Nutrition Center of the Philippines, Philippines

Kim Taesoo, Librarian, Korea Scientific and Technological Information Center, Korea

Keun Cheol Lee, Senior Information Specialist, KORSTIC, Korea

Kayes Lumatauw, Assistant Chief of Central Health Library, Ministry of Health, Indonesia

Rachmat Judono, Head, Library of the National Institute of Health Research and Development, Ministry of Health, Indonesia

Sumiyo Sano, Librarian, Radio and TV Culture Research Institute, Japan Broadcasting Corporation, Japan

Mahmud Ul-Hassan, Assistant Librarian, People's Open University, Pakistan

Modular Learning Weeks

Nalayini Sanmuganathan, Programme Officer, Ministry of Education, Sri Lanka

Rasheedha Mohideen, Programme Officer, Ministry of Education, Sri Lanka

Ranjinie Jayawardana, Programme Officer, Ministry of Education, Sri Lanka

Chandra Wijayawardana, Co-Director, Family Planning Communication Project, Sri Lanka

Modular Program III (Professional Development Training Modules)

Javed Sajjad Ahmad, Director, Information and Education, International Planned Parenthood Federation, Sri Lanka

Rufina R. Ancheta, Home Economics Extension Specialist II, Bureau of Agricultural Extension, Philippines

Felicitas Arellano-Reyes, Research Associate, Information Division, Population Center Foundation, Inc., Philippines

Prabha Basnyat, Research Officer, Minpanihayat, Nepal

Nancy Belden, Director, Public Information and Public Affairs, Planned Parenthood Alameda, San Francisco, California

Jan Brittain-Labrie, Client Education Research Director, Planned Parenthood Association, Chicago, Illinois

**Carol Jean Colfer, Seattle, Washington**

**Leticia O. Canoy, General Education Supervisor I, Department of Education and Culture, Region VII, Central Visayas Regional Officer, Philippines**

**Mary G. Cory, Family Planning Supervisor for Papua New Guinea, Family Planning Service, Public Health Department, Papua New Guinea**

**Wafeya Mahmoud El-Sergany, International and Public Relations Officer, Egyptian Family Planning Association, Egypt**

**Lucy Magdalen Foh, Social Development Officer, Ministry of Social Welfare and Rural Development, Sierra Leone**

**Generoso Gil, Director, Information Division, Population Center Foundation, Philippines**

**Gloria A. Gonzalez, Deputy Director, Family Life Institute, The Philippine Women's University, Philippines**

**Mei-Lin Lee, Health Educator, Taiwan Provincial Institute of Family Planning, Taiwan, Republic of China**

**Marilyn C. Lin, Chief, Family Planning Division, Taiwan Christian Service, Taiwan, Republic of China**

**Rebecca D. Mauricio, East-West Communication Institute Grantee from the Philippines (Nurse Supervisor, Family Planning Coordinator, Provincial Health Office)**

**Quazi A. Monsur,, Headmistress, Agrani Balika Bidyalaya, Bangladesh**

**Pat Mosen, Research Assistant, Community and Family Study Center, University of Chicago, Illinois**

**Solanlal Nagda, Director and Head of the Department, Population Studies Centre, S.V. University, India**

**Lalit Niyamont, East-West Communication Institute Grantee, from Thailand**

**Ben Isie Pekeche, Executive Secretary, Lesotho Family Planning Association, Lesotho**

**Suzanne Plopper, Graduate Student, School of Public Health, University of Hawaii, Hawaii**

**Minda Luz M. Quesada, Assistant Professor, Institute of Public Health, University of the Philippines, Philippines**

Akbar Javed Raheel, Adviser, Communication and Publications, Family Planning Association of Pakistan, Pakistan

Priennie C. J. Ranatunga, Veterinary Research Officer, Department of Agriculture, Sri Lanka Veterinary Research Institute, Sri Lanka

Philomena R. Reddy, Head, Department of Home Science, Sri Venkateswara University College, India

K. Babu Singh, State Family Planning Officer, Manipur Medical Directorate, India

Augustinah Soewito, Chief, Home Economics Division, Agricultural Education Training and Extension Service, Indonesia

Md. Khalilur Rahman, Information Officer and In-charge of Bengali Newsletter, Association of Voluntary Agencies in Bangladesh (AVAB), Bangladesh

Sriratanavadee Supaporn, Project Officer, The Planned Parenthood Association of Thailand, Thailand

Shameen Tackoory, Information Officer, Family Planning, Maternal and Child Health Division, Ministry of Health, Mauritius

Tan Bok Tan, Publications Officer, The Federation of Family Planning Associations, Malaysia (FFPA), Malaysia

Darlinda A. Thomas, Social Development Officer, Ministry of Social Welfare and Rural Development, Sierra Leone,

Manuel D. Villanueva, Professor, Dean, College of Community Development and Public Administration, Mindanao State University, Philippines

Sweo Chung Yang, Chief, Health Education Division, Taiwan Provincial Institute of Environmental Sanitation, Taiwan, Republic of China

Deborah W. Yoho, Director, Information and Education, Planned Parenthood of Central South Carolina, South Carolina

Zainal bin Haji Ismail, Director of Training and Manpower, Lembaga Kemajuan Pahang Tenggara, Malaysia

International Conference on IEC Strategies: Their Role in Promoting Behavior Change in Family and Population Planning Programs

Lily Bucheli, Head, Information, Education, Communication Department, PRO-FAMILIA, Colombia

Pi-chao Chen, Associate Professor of Political Science, Department of Political Science, Wayne State University, Michigan

Griffith Davis, Deputy Chief, IEC Division, Office of Population, Bureau for Population and Humanitarian Assistance, Agency for International Development, Washington, D.C.

Gloria Feliciano, Dean, Institute of Mass Communication, University of the Philippines, Philippines

Oliver Finnigan, III, Doctoral Student, University of Washington, Washington

Anura Goonasekera, Student, Community and Family Study Center, University of Chicago, Illinois

Lukas Hendrata, Chairman, Yayasan Indonesia Sejahtera (Indonesian Welfare Foundation), Indonesia

Bryant Kearn, Professor, Department of Agricultural Journalism, College of Agricultural and Life Sciences, University of Wisconsin, Wisconsin

Sudhipitak Burusphat Lertlak, Communication Program Officer, UNDP/Development Support Communication Service, Thailand.

Genaro Ong, Managing Director, The SCC Development and Research Foundation, Philippines

William O. Sweeney, Project Specialist, Population Officer, The Ford Foundation, New York

Mallika, Vajrathon, Programme Planning Officer and Communication Specialist, Program Planning Division, UNFPA, New York

Victor Valbuena, Consultant of IEC, INSTITUTE of Maternal and Child Health, Philippines

Fook Kee Wan, Chairman, Singapore Family Planning and Population Board, Ministry of Health, Singapore

Wasito, Chairman for East Java National Family Planning Coordinating Board (BKKBN) Indonesia

Nizamuddin, Deputy Director, Training, Research and Evaluation Centre, Pakistan

Francisco Roque, Associate Director of IEC, Commission on Population, Philippines

Members of the POPINS Technical Task Force

Petrina Gloria Amonoo, Librarian, Population and Social Science Library,  
Institute of Statistical, Social and Economic Research, University of Ghana,  
Ghana

Raul Atria, PISPAL Central Unit, Centro Latinoamericano de Demografia (CELADE),  
Chile

Wilfred D. Borrie, Coordinator, Professor and Head, Department of Demography,  
Research School of the Social Sciences, Australian National University,  
Australia

Jean Bourgeois-Pichat, Chairman, CICRED, France

Hunter H. T. Chiang, Population Officer, Clearinghouse and Information Section,  
Population Division, ESCAP, Thailand

Frances Delaney, Program Officer, Information Services Division, International  
Development Research Centre, Canada

Special Resource Persons - POPINS Technical Task Force

Joung-Im Kim, Librarian and Information Researcher, Korean Institute for  
Family Planning, Korea

Jean Viet, Coordinator, Preparation of Thesaurus, CICRED, France

Bates Buckner, Head, Technical Information Service Carolina Population  
Center, Chapel Hill, North Carolina

Jacques Du Guerny, United Nations, Food and Agricultural Organization,  
Rome, Italy

Joseph Van Den Boomen, Chief, Population and Development Section, Popula-  
tion Division, United Nations, New York

Workshop on National - International Population Information Network Linkages

Robert Avedon, President, Population Reference Bureau, Washington, D.C.

Richard Barber, Assistant to the Director, Social Science and Linguistics  
Institute, University of Hawaii, Hawaii

Patama Bhiromrut, Chief, Public Information Section, Family Planning Project,  
Ministry of Public Health, Thailand

Yuti Budhiharsono, Data Information Officer, Bureau of Reporting and Docu-  
mentation, BKKBN-PUSAT, Indonesia

Generoso Gil, Joint Ph.D. Intern, EWCI, and formerly Director, Information  
Division, Population Center Foundation, Philippines

Alice Harris, Resource Materials Specialist, East-West Population Institute, East-West Center, Hawaii

Mohamed Khahludin, Assistant Librarian, National Family Planning Board, Malaysia

Joe Ledesma, Director, Information Division, Population Center Foundation, Philippines

Nasima Mazhar, Assistant Director, Training, Research and Evaluation Centre, (TREC), Pakistan Population Planning Council, Pakistan

Innovation in Instructional Development in Communication

Chaidir Adenil, Chief, In-Service Training Division, Agency for Agricultural Education Training and Extension, Department of Agriculture, Indonesia

Ronny Adhikarya, Assistant Professor, School of Humanities, Universiti Sains Malaysia, Malaysia

Charles Ausherman, Research Coordinator, Carolina Population Center, North Carolina

Jerry Brown, Special Projects Associate, Agency for Instructional Television, Indiana

Kyung-Kyoon Chung, Assistant Professor of Sociology, School of Public Health, Seoul National University, Korea

Estela Ll. Garcia, Program Assistant, Population Education Program, Department of Education and Culture, Philippines

Sang Jo Kim, Chief, Planning and Budget Section, Planned Parenthood Federation of Korea, Korea

David Kline, Associate Professor, Center for Studies in Education and Development, Harvard Graduate School of Education, Massachusetts

Tristran Lising, Project Coordinator, Family Life Institute, Philippine Women's University, Philippines

Victoria Marsick, California

Arifien Moekaddas, Chief, Educational Programming Subdivision In-Service Training Division, Agency for Agricultural Education, Training and Extension, Indonesia

Barbara Eilene Oldwine, Family Planning Administrator, MCH/FP Training and Research Center, Meharry Medical College, Tennessee

**Prapont Piyaratn, Professor, Acting Head, Unit of Medical Education, Faculty of Medicine, Chulalongkorn University, Chulalongkorn Hospital, Thailand**

**Antonio P. Santiago, Director, Non-Formal Education Program, Philippine Rural Reconstruction Movement, Philippines**

**Jeffrey Tsai, Director, The Chinese Center for International Training in Family Planning, Taiwan, Republic of China**

**Clay Vollan, Communications Adviser, UNDP, Turkey**

**Kowit Vorapipatana, Director, Adult Education Division, General Education Department, Ministry of Education, Thailand**

**Marjory Wybourn, Director, International Division and Director, International Family Planning Project, The American Home Economics Association, Washington, D.C.**

**Thomas Coles, Curriculum Design Specialist, School of Medicine, University of Hawaii, Hawaii**

**Workshop on Synthesis of International Population Communication Experience**

**Rosario P. Alberto, Program Officer on Research, Population Education Program, Department of Education and Culture, Philippines**

**G.R. Amritmahal, World Bank Adviser on Training, National Family Family Planning Coordinating Board, Indonesia (BKKBN), Indonesia**

**Shawki Barghouti, Communication and Training Specialist, The Ford Foundation, Amman, Jordan**

**James R. Echols, Consultant, Washington D.C.**

**Jack Glattbach, Consultant, England**

**Snehendu B. Kar, Associate Professor in Population Planning, Health Behavior and Health Education, School of Public Health, University of Michigan, Michigan**

**Sam M. Keeny, Former Senior Consultant, Population Council, Taiwan, Republic of China, now retired.**

**Thomas Poffenberger, Professor of Education and Population Planning, Department of Population Planning, School of Public Health, University of Michigan, Michigan**

**R. Lyle Webster, Consultant, Hawaii**

## APPENDIX C

Visitors to Population/Family Planning IEC Activities

(July 1, 1975 - June 30, 1976)

Bangladesh

Mohammed Abdul Mabud, Deputy Chief, Population Division, Planning Ministry

England

Catherine Wood, Audio-Visual Specialist, IPPF

India

Dr. Behram Anklesaria, Anklesaria Hospital for Women (WHO)  
 Dr. Sumedha Khanna, Chief of Planning and Evaluation, Division of Family Health  
 Dr. Ramakrishna, WHO Consultant in Health Education, School of Public Health Faculty  
 Bapi Ragu Sharma, Health Education Specialist, State Family Planning Department (WHO Fellow undertaking MPH Program in UP)  
 Adusumilli Swarnalatha, Lecturer, Clinical Supervisor, College of Nursing, WHO  
 Tripathi, Editor, Printing Publications and Library, National Institute of Family Planning (UNFPA)

Indonesia

Dr. Taufik Abdullah, Director, Indonesian Institute of Economic and Social Research  
 Ruslan Adji, Health Educator, Ministry of Health  
 Franciscus Dalmanto, Health Education Specialist, Ministry of Health  
 Wiguna Eka Endang, Assistant Lecturer, Faculty of Education, Institute of Teachers' Training and Education  
 Gunardi, Agricultural Extension Officer, Agricultural University  
 Abu Hanifa, Head, Medical Care Division, Provincial Health Office  
 Mohammad Ichsan, Health Educator, Department of Health  
 Tjep Marku, Health Educator, Ministry of Health  
 Muchsin, Health Educator, Ministry of Health  
 Ngatimin Muhammad Rusli, Lecturer, Faculty of Medicine, Hasanuddin University  
 Dr. Joannes Eddy Salindeho, Health Educator, Ministry of Health  
 Dr. Karo Karo Santosos, Hospital Director, Medan, Ministry of Health  
 Daricha Yasin, Chief, Program Planning Section, National Family Planning Coordinating Board

Kenya

Dr. K. Ndeti, Director, IPPF Center for African Family Studies, Egerton College  
 D. Raheem Sheikh, Information and Education Officer, IPPF African Regional Office

Korea

Young Hee Kang, Mass Media and Publication Division, Information and Publicity Division, PPFK  
 Jung Soon Noh, Staff, Mothers' Club, Field Operation Division, PPFK

Latin America

Alcides Estrada, Executive Secretary, Corporation Centro Regional de Poptulation (ICARP's Latin American representative)

Malaysia

Hamida Ahmad, Department of Home and Food Technology, Universiti Pertanian

Nepal

Dr. Shyam Bhattarai, Regional Medical Officer, Nepal Family Planning/MCH Project  
 Devi Bahadur Shrestha, Senior Health Educator, Department of Health Services

New Zealand

Donald Finch, Chief Executive Officer, Bureau of Public Health, Department of Health

Philippines

Joseph Andico, Producer/Director for TV, National Media Production Center  
 Lazaro Y. Medina, Jr., Chief, Public Information Division, National Economics and Development Authority

Sri Lanka

Chandra Wijayawardana, Senior Assistant Secretary, Ministry of Information and Broadcasting; Press Commissioner and Director, State Printing Corporation; Co-Director, Family Planning Communication Project

Switzerland

J.M. Kilker, Documentation Officer, Division of Family Health (WHO)

Taiwan

Charles S. Taylor, Head, Office of Information Services, Asian Vegetable  
Research and Development Center

Thailand

Mrs. Pintip Boriboonsook, Department of Vocational Education  
Dr. Lertlak Sudhipitak Burusphat, Communication Program Officer, DSCS  
Pannee Jesadapant, Administrative Assistant, Family Health Division,  
Department of Health  
Kanya Kanchanaburanonta, Nurse Supervisor  
Dr. Pairothana Laongpanisy, Medical Officer, First Class Health Center  
Dr. Somritta Pora, Family Planning Consultant, Department of Medical and  
Health Services  
Dr. Sermsak Punnahitanont, Medical Officer, Obstetrics/Gynecology Depart-  
ment, Sawanpracharak Hospital  
Waree Rakiti, Health Educator  
Dr. Renu Srisimith, Chief of Staff, Obstetrics/Gynecology Department,  
Chiengmai Prachanukrob Hospital  
Mrs. Prachumpora Suwanajata, Principal, School of Practical Nursing  
Dr. Pramual Thamangraksat, Deputy Provincial Chief Medical Officer, Pro-  
vincial Health Office

Tunisia

Mohammed Ennaceur, Minister of Labor and Social Welfare

Turkey

Ugur, Aytac, Chief, Division of Planning and Administration, Directorate  
General of Population Planning, Government of Turkey

United States

Charles Ausherman, Education Materials Program Coordinator, Carolina Pop-  
ulation Center  
Ovid Bay, Director of Information, U.S. Department of Agriculture Extension  
Services  
Dr. James Carter, Director, MCH/FP Center, Meharry Medical College  
Henry Elkins, Staff Associate, Population Council (Member of ICARP)  
William Griffith, Professor of Education, University of Chicago  
Dr. Norman Miller, American University Field Staff  
Laura Olson, Chief, Clearinghouse and Information Section, ESCAP Popula-  
tion Division  
Janeth Rosenblaum, Overseas Education Fund  
Dr. Lyle Saunders, (before joining research staff), Ford Foundation  
William O. Sweeney, Project Specialist in Communication, Ford Foundation  
John Woods, Director, Development Support Communication Services

## APPENDIX D

Resource Materials Collection

July 1, 1975 - September 30, 1976

	<u>Additions</u>	<u>Total</u>
Documents and Monographs	942	6,100
Journals and Newsletters (New titles)	60 (5 withdrawn)	440
Audio/Visuals	46	2,614
Documents Distributed	1,253	
Microfiche Distributed	880	
Audio/Visuals	25	