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AMERICAN HOME ECONOMICS ASSOCIATION
INTERNATIONAL FAMILY PLANNING PROJECT

THE PHILIPPINES

October 1978 - September 1979
ANNUAL REPORT

INTRODUCTION:

Of the many developing countries, the Philippines was among the first to institute a population policy aimed at reducing birth rates or redressing the imbalance between population levels, growth and distribution, and the capability to insure access to resources and achieve the appropriate rate of development. The Philippine Population Program was launched in 1970 through an executive order signed by President Ferdinand E. Marcos, who also designated the Commission on Population (PopCom), as overall coordinator of the program. A year later, the program was endowed the strength of law with the passage of Republic Act 6365, or the Philippine Population Act, which spelled out the national policy on population with the advent of martial law in 1972, the Philippine government gained further momentum through a series of presidential decrees, general and department orders and letters of instruction. The most notable of these was Presidential decree No. 79 or the Revised Population Act, which expressly involved the public and private sectors in the National Population Program. The need soon became evident for an organization that would forge a link and strengthen the partnership between the public and private sectors. Thus, was the Population Center Foundation established as early as 1971 (and began operating with the inauguration of its building in 1974) with a mandate as a private grant-making institution to expand and institutionalize the participation of the private sector in population planning. One of the many projects of the Foundation is the Philippine Population Research, a published account of the papers and proceedings and most of an experts' meeting sponsored by the Population Center Foundation in October 1974. It is the first book published by the Center and is a landmark in population research and scholarship in the country.

The Ministry of Education and Culture was mandated to involve itself in family planning/population activities, particularly in the area of information-education-communication (IEC), training and research, while the other ministries like the Ministries of Health, Agrarian Reform, Social Services and Development, Labor, etc. were asked to provide clinics and other type of outreach services. To implement the main objective of the Ministry of Education and Culture, it organized the Office of the Population Education Program (PEP), and among its staff members are home economists formerly from the Home Economics Division, Central Office.

Integration is the main strategy used in the MEC, and FP/PE concepts are integrated in Social Studies, Mathematics, Health Education, Science and Home Economics. Curricular revisions have been undertaken at both elementary and secondary levels; curricular guides and other population reading materials were evolved. Colleges and universities also integrated population education concepts in social science courses and it became a requirement for students to comply prior to their graduation.

Home economics in the Philippines is taught at all levels, elementary (Grades V & VI), secondary (1st year up to 4th year), college and higher education levels (B.S.H.E.: B.S. Elementary Education major in Home Economics; B.S.H.E. major in Home Economics or any phase of Home Economics such as Nutrition, Clothing, Family Life, Food Science, Hotel & Restaurant Administration, etc.; M.A.H.E., M.H.E. and Ph.D.) and there are no less than 5,000 home economics teachers at all levels.

Home economics graduates do not all go into teaching. Some of them go into the field as home management technicians, agrarian reform technicians, family planning motivators, child development educators, as business operators, managers of industries and also some go into marketing and research.

There are several national home economics organizations but the most active ones are the Council of Deans and Heads of Home Economics in the Philippines (CODHHEP), the Philippine Home Economics Association (PHEA) and the Home Economics Extension of the Philippines (HEEP), with their respective chapters organized at the regional, provincial and municipal levels. There are also other active organizations that are attending to the needs of the special areas of home economics, such as the Philippine Association of Nutrition (PAN), the Dietetic Association of the Philippines (DAP), The Philippine Society of Dietetics and Nutritionists, Incorporated (PSNDN, Inc.), The Philippine Association of Food Technologists (PAFT) and the Hotel and Restaurant Association of the Philippines (HRAP). These professional organizations all help one another in the pursuit of their respective goals and objectives. In this process, sometimes, there are inevitable overlappings but otherwise, cooperation exist among these various organizations through collaborative and joint sponsorship of activities particularly in the area of family planning and population education.

NATIONAL POPULATION PROGRAM UNDER REVIEW

The government is redesigning its national population program to tailor it to anticipated needs for the rest of this century and at least the first decade of the next.

Engaged in the task are the National Economic and Development Authority (NEDA) and the commission on population (Popcom), a presidential body.

NEDA is the nation's highest economic planning group while Popcom formulated the steps intended to guide population growth in the country.

Work from the two groups is expected to be completed next year, start of the 1980's decade, in time for adoption by the President and the National Assembly as the revised national policy on population.

The endeavor places the Philippines in the vanguard of developing nations which has made population an integral part of planning for socio-economic development.

Such trend in government economic planning was recently underscored by Director Rafael M. Salas of the United Nations Fund for Population Activities (UNFPA) who stressed economic plans are not complete if the demographic angle is not part of the whole.

The preliminary labors of NEDA and Popcom were undertaken by a special committee created by President Marcos to review the population program.

Led by Armand Fabella, the committee completed its task last year with the findings spotting these gaps in the present population program:

- The program remains confined to family planning in spite of some efforts to link it with other economic and social dimensions of development.

- From the operational viewpoint, the policy is focused only on fertility reduction.

- Population is looked at in terms of a demand variable instead of as a factor that can be affected by economics and social development.

- Population targets in development plans have often been set in terms of growth rates with very little linkage to resource availability.

To cover such gaps the committee recommended that the program be redesigned on a broader scale, fully integrating it with national development plans.

THE ADVISORY COMMITTEE:

The Philippine Advisory Committee, organized upon the suggestion of the home office of the AHEA/IFPP Washington, D.C. consists of local home economists and individuals sympathetic to the cause of home economics as a profession. They are leaders and holders of key positions both in the government and private sectors and at the same time are involved in family planning/population education activities. The following ministries/agencies are represented in the Advisory Committee:

The Ministry of Education and Culture (MEC)
The Ministry of Agrarian Reform (MAR)
The Ministry of Agriculture, particularly The Bureau of
Agricultural Extension (BAEX)
The University of the Philippines (U.P.)
College of Education
College of Home Economics
Institute of Mass Communication
Population Institute
U.P. Los Banos (College of Human Ecology)
The Council of Deans and Heads of Home Economics
of the Philippines (CODHHEP)
The Philippine Home Economics Association (PHEA)
The Nutrition Council of the Philippines (NCP)
The Family Planning Association of the Philippines (FPOP)
The Philippine Population Commission (PPC)

The representatives of the last 3 agencies are the newest members of the Advisory Committee. They were invited to join the committee because of their actual involvement in and concern for many family planning programs/projects in the country.

The objectives of the Advisory Committee are:

1. To provide project directions and guidelines in the planning, implementing and evaluating of family planning programs and activities.
2. To encourage inter-agency cooperation and participation on a consortia or collaborative basis in implementing FP/PE programs or projects and activities.
3. To help, energize and support the implementing agencies by indicating or proposing possible sources of funding for projects, exchange of manpower resources, FP/PE literature, etc...
4. To disseminate information, strategies used by other agencies, local and international, that might be useful and applicable to the agency's situation. This includes distribution of LINK.
5. To bridge the gap between the governmental and non-governmental

agencies who zealously are at work in their own ministries, bureaus, offices unaware of what is taking place in the other agencies.

Prior to the organization of the Advisory Committee, each agency was doing "its thing" resulting often in duplication of activities, indifference (I-don't-care-what-you-do-attitude), jealousy, unnecessary waste of limited resources, nonmaximization of facilities, etc. To partially offset these conditions, communication with and among the members of the Advisory Committee has been made possible by convening monthly meetings.

MONTHLY WORK PLANS:

It is to be noted that there has been changes not only in the schedule of activities as reported to AHEA/IFPP but importantly in the nature of activities themselves. These changes are inevitable due to certain unavoidable circumstances beyond the control of the Advisory Committee, the country coordinator or even the agencies responsible for the activities. For instance, the orientation workshop tentatively scheduled for either February or March had been set for June, but finally took place on July 26 and 27, 1979. The home economists who will be participants in this workshop have asked for a deferment due to emergency projects imposed upon them by their respective agencies.

The Advisory Committee instead of meeting only 2-4 times has opted for monthly meetings, thus, increasing the number from 4 to 12 times within the year. There was then, a total of 10 meetings from October 1978 to July 1979.

AGENCIES' ACTIVITIES:

Ministry of Education and Culture (MEC)

The MEC created the Population Education Program (PEP) office in charge of implementing the mandate of integrating family planning and population education activities in the schools. Its activities are categorized into 3 areas - Curricular, Training and Research. Under the Curricular area, the following activities have been undertaken:

1. The preparation of Secondary Teaching Guides (with population concepts integrated) in Filipino and in the Muslim dialect for the Muslims in Region IX and XII, both in Mindanao. This was done in October 1978.
2. Almost simultaneously, on October 9-27, 1978 at Lulu, Cagayan, staff members of the Population Education Program office conducted a training program for trainers for vocational, secondary and post-secondary schools. The main

objective was to train the participants for effective population education teaching and to use properly population education materials in the field.

3. In November, the same staff conducted a 5-day training program for teachers in Leyte and at the same time distributed self-learning materials for Grade IV pupils.
4. Also in November, a national planning conference was conducted in cooperation with the office of Non-Formal Education for out-of-school youth. In this conference, population education and family planning messages were integrated in the non-formal education materials to be distributed in the rural areas.
5. From December 1978 to the present, the staff members of the PEP of the Ministry of Education are engaged in the development of modules for value clarification as well as the preparation of the profile status of the population education programs in the schools at the regional level.
6. In January 1979, the PEP staff prepared the project proposal "For Home Economics Self-Learning Units." This was submitted to AHEA/IFPP for support and funding. No answer has been received as yet.
7. Reprinting of Training Modules funded by UNFPA was done mid-February to middle of March.
8. Prepared the proposal for the establishment of Population Education Centers, a "bridging project" for UNFPA funding. This was undertaken in February 1979.
9. Planned the "Buklod ng Kabataang Kawani" Activities and implemented them from mid-February to June 1979.
10. From May to June 15, 1978 they undertook and completed the PEP Status Survey Report.
11. From the end of May to the end of July the "Glossary of Population Education Terms in Philipino" was prepared.
12. Also beginning January to December 1979, all population education materials prepared by PEP were sent to the Curriculum Section of the Ministry of Education for review.
13. In July to September, a questionnaire was sent to the field on the distribution and utilization of population education materials. The data is being collated and analyzed.

14. The Teacher's Guides for Better Family Living used in an elective course were multiplied and distributed.
15. In September 1979, Lecture-Practicum Series in Writing Stories with population education concepts, themes and messages are to be conducted.
16. In the area of research, the test items for the Population Education Knowledge Test were revised. This was done beginning January 1979. This same test was administered in February. The collation and analysis of the data has started.
17. A feedback conference for vocational school trainers and administrators for Region IV in September has been planned.
18. An orientation seminar on population education for heads of private school organizations will be conducted in Metro Manila in September. Plans for this particular activity are presently being undertaken.

Ministry of Agrarian Reform (MAR)

This ministry is entrusted by the government to set up settlement projects which are essentially isolated communities 18 to 30 kilometers away from the towns. The settlement families in these projects are the dislocated and displaced tenants, surrendered dissidents and landless farmers, who migrated to the sparsely populated regions and are willing to cultivate virgin lands. Inasmuch as the MAR is mandated by law to administer the settlement areas, it is its responsibility to ensure the provision of essential services.

1. In October 1978, the Farmers' Leaders Training Program on Population Education was sponsored by FAO and Fund for Assistance to Private Education (FAPE). This activity was attended by 10 agrarian technologists and 38 farmers from the province of Camarines Sur. The second training of this kind involved 39 farmers.
2. Initiated by the Ministry of Agrarian Reform was the basic family planning course for 15 midwives for a period of 2 weeks with financial assistance from the Ministry of Health. This took place on November 6-17, 1978 and this has been planned in view of the crucial role played by the midwives in the new settlement areas. They have close contact with the mothers and more often they are the only people available for consultation on matters of health for the members of the family.

Ministry of Agriculture thru the Bureau of Agricultural Extension (BAEX)

The population education/family planning activities in the Ministry of Agriculture are in the hands of dynamic home economists in the Bureau of Agricultural Extension. Their activities are as follows:

1. The "Lutuing Filipino Project" started in October 1978 is a cookfest activity, however, population messages and jingles and songs are integrated to enliven the affair; and at the same time provide educational opportunities for imbibing population concepts. This particular project started at the municipal level, and is participated in by rural women ages 21 years and above. The main objective is to improve existing "traditional" local recipes.
2. A seminar-workshop was conducted on November 6-10, 1978 for Non-Formal Education trainers and family planning workers. There were 22 participants coming from government and private agencies. This was held at the conference hall of the BAEX with Deputy Minister Felicitas Bernardino in charge of Non-Formal programs of the Ministry of Education and Culture.

Simultaneously, a Home Economics Extension Day was declared to honor the late Maria Y. Orosa, the Mother of "Home Extension" in the country. There were exhibits, food demonstration contests and distribution of food commodities to young children. In this same affair, family planning literature and materials were distributed.

3. On November 13-15, 1978, a seminar-workshop on "Low Cost Media and Socio-Cultural Factors Affecting Family Planning," was held at Good Sheperd Convent, Marikina. The AHEA coordinator was among the speakers.
4. Some portions of the Resource Handbook, developed by AHEA/IFPP went sent to the field for a pilot trial in December 2, 1978. There were about 1500 mimeograph copies distributed to determine their effectivness and usefulness in the field.
5. On January 17-19, 1979 occurred the Philippine Association of Nutrition Integration Mission Consultative Seminar, sponsored by FAO and PCF (Population Commission Foundation), held at Club Solviento, Pansol, Laguna. The main objective of this seminar was to bring about the integration of population and nutrition into agriculture and into the functions of the BAEX farmers management technicians, home management technicians (these are home economists) and rural youth.
6. During the whole month of February 1979, the "Lutuing Pilipino Cookfest" was continued at the national level (the

previous cookfests held in October 1978 were at the municipal, provincial and regional levels). Three grand prizes were awarded and the first prize went to Region VII from Siquijor who used a recipe utilizing chicken for the main dish cooked in coconut milk, with added native herbs such as lemon grass.

7. Last March 5-8, 1979, a Consultative Workshop with 20 participants was convened. These participants were mostly Regional Specialists I and Central Office Specialists II. They are all home economists. The affair took place at Good Shepherd, Quezon City.
8. On June 25-29, 1979, the "Adaptation Workshop for Family Planning Promotion and Extension Service Delivery," was conducted by home economists of the Bureau of Agricultural Extension funded by the AHEA/IFPP. Its main objective was to examine and review Working With Villagers prototype lessons for adaptation in the context of the Philippine setting. The participants were home economists of BAEX and of other agencies and organizations involved in family planning. There were 13 of them including the Assistant Director AHEA/IFPP for Asia who came from Bangkok, Thailand. This activity will be followed by other activities, such as the training of trainees, who will train selected field workers, who will bring the materials to the field for testing.
9. Conducted the Malnutrition Prevention Project (MPP) midyear evaluation workshops in the 12 regions of the country - participated in by 12 Home Economics Extension Specialists I and 70 Senior Home Management Technicians with some MPP District Coordinators, 1st-October, 1978 - January, 1979; 2nd - June - August 1979.
10. Conducted the 14th National RIC Convention at Eliazo Hall, Ateneo University, July 16-19, 1979, participated in by 250 rural women and extension home economists - theme: Our Children - Our Concern.
11. Participated in:
 - A country workshop for the promotion and training of rural women in income raising group activities;
 - The celebration of the Mental Health Week;
 - A "Live-In Seminar-Workshop" for the International Year of the Child sponsored by CAWP;

- Intersectoral and multidisciplinary training seminar on the "Operational Role of Social Welfare in the Amelioration of Poverty" sponsored by the SWADCAP;

- Regional training workshop for "Instructional Materials Development in Out-of-School Population Education" at PRRM sponsored by MEC.

These activities were undertaken infusing or integrating population education messages either directly or indirectly.

12. From July to September 1979, the BAEX home economists will be preparing for the field testing of the Working With Villagers, Philippine version. Thus, the product of the efforts of the June 25-29 seminar workshop will be mimeographed and readied for use at the training of trainers scheduled on October 22 - November 2, 1979.

The Nutrition Center of the Philippines (NCP)

The Nutrition Center of the Philippines organized the Task Force of the Mental Nutrition (Feeding) Program of the First Lady. This program is essentially an early childhood education program for children under six, of depressed areas both in the urban and rural parts of the Philippines. This program is participated in by 4 ministries - Education and Culture, Social Services and Development, Health, and Agriculture. It has 3 aspects or components in the program - training, service and research. The target groups of the training section are parents, professionals and paraprofessionals who are working with children in health centers, child centers, day care centers, malwards, nursery and kindergarten classes and in the homes. Training sessions of 5 days in each region (there are 13 regions in the country) were conducted and 9 regions were reached from October 1978 to June 1979. There are 30 participants from the 4 agencies and these participants echo the training among their colleagues in the same ministry. The multiplier effect of this strategy has great promise. A total of 644 child care workers, consisting of doctors, nurses, child educators, from the 4 agencies, underwent training within the period from October to June.

In the service component of this program there are 9 children's centers located in the "slummiest" section of Metro Manila and poorest rural areas in Bulacan. Each center serves around 40 - 50 children whose ages range from 3 - 6 years old. Services, however, are brought to the homes of children who are newborns, up to those aged 2 years, and stimulation activities are provided for them by child development and parent educators.

Aside from the service centers with a total population of 524 children, 0-6 years of age, there were demonstration centers set up from October 1978 to August 1979 in 7 provinces. These demonstration centers were manned by those who had undergone training at the regional level. They were established to provide assistance to local workers in children's centers of the 4 ministries. They conducted seminars, workshops, demonstrations, parents' meetings and in

these activities they invariably included population education messages. The ultimate objective was to bring about an improvement in the quality of life of the members in the family.

To reinforce the efforts of the child development and parent educators in the service centers and demonstration centers, the reserach section continuously prepares audio-visual and print materials and again in these materials the family planning messages are included. The "Parents Guide" with 10 modules translated in 8 dialects carry with them many population education concepts. The training manual for parent educators and child care workers, entitled "Building Healthy Minds and Bodies" has among other things, a specific section on the "importance and methods of family planning."

The Professional Home Economics Organizations:

The Philippine Home Economics Association (PHEA)

One of the national professional organizations with the largest number of members is the Philippine Home Economics Association (PHEA). Its members are school teachers in charge of teaching home economics courses in the elementary and high school levels. The main work of the organization with regards to family planning and population education is to coordinate with the office of the Population Education Program of the Ministry of Education and Culture. Curricular materials prepared by the PEP are generally in consultation with some senior members of the PHEA. Field testing of these curricular materials and evaluation of content as well as teaching strategies are undertaken by home economics teachers and supervisors. These activities are undertaken the whole year round.

1. First week of December, 1978, the PHEA coordinated with home economics teachers in the celebration of Family Week through seminars, demonstrations, symposia, contests and in most of these activities family planning concepts were discussed among themselves, their students' parents and other community workers.
2. The Lutuing Philipino project wherein BAEX home economists are involved is also a project participated in by the PHEA members. This particular project was conducted at the various levels - municipal, provincial, regional and national. Most of those who actively participated were teachers who integrated this activity into their class-room teaching. Family planning messages were delivered to pupils and their parents who were clients of this activity.
3. The Future Homemakers project for school children enrolled in the elementary and high schools, ages 10 to 18 years, is tentatively scheduled for December, 1979. The PHEA plan to conduct a workshop with these young potential parents.

In addition, at this affair, a consultative meeting will be organized with the advisers of the Future Homemakers clubs, student officers and divisional supervisors to plan the possibility of integrating family planning in their current activities.

4. On November 17 and 18, 1978 the PHEA participated in the National Population Welfare Congress where there were extensive discussions on "Family Planning and Linguistics," on the use of Filipino in delivering family planning information by home economists.
5. On March 1, 1979 in the Division of Pampanga, the home economists in celebration of the International Year of the Child discussed one concern which is the development of the child.
6. On May 24-25, 1979 a summer work conference was planned and implemented by the PHEA. The objective was to redefine the role of home economics in the context of present developmental thrusts. Family planning was one of the hot issues discussed.

The Council of Deans and Heads of Home Economics in the Philippines (CODHHEP)

Home economics programs at the higher education level are administered by deans and heads of home economics departments and colleges. The main function of the Council is to coordinate the various degree programs, propose curricular revisions consistent with social changes, conduct research and provide service programs to various clients outside of the classrooms.

1. On October 9-11, 1978 a workshop was conducted outside of Manila; the venue was the Assumption College San Fernando, Pampanga, with the theme "Innovative Teaching in Home Economics Geared Towards the Use of Indigenous and Recycled Materials." This was attended by home economics college teachers.
2. The CODHHEP initiated and sponsored a convention on November 17 and 18, 1978 at the Arellano University, Manila, with the theme, "The Human Settlement Program and Its Impact on Home Economics." It had more than 100 participants.
3. Officers of the CODHHEP participated in the Parents Education Congress held at the Philippine International Convention Center on December 11 - 12, 1978. Among the many issues discussed was the "Effects of Working Mothers on Children."
4. On March 30 to April 1, 1979 the CODHHEP coordinated with the Civic Assembly of Women in conducting a seminar on "Identification and Inculcation of Values." This was held at Club Solviento,

Pansol, Laguna.

5. A "Leadership Seminar" was held at the Development Academy of the Philippines at Tagaytay City on May 18-20, 1979. This was conducted in relation to the various outreach programs being planned particularly for the rural areas. The ultimate objective is the improvement of the capacities of families to cope with the energy crises and other social problems.
6. A workshop was conducted together with the Family Life Workshop, Inc. on "Moral Values" conducted on June 18 and 19, 1979 at the Pope Pius Hall, Manila.
7. A seminar-workshop was conducted on June 26-30, 1979 at Cotabato City, Mindanao, on "Child-Rearing and Home Management Practices Among Muslim Families." The CODHHEO officers who conducted this activity prepared an interview schedule to gather information from the Muslim parents regarding their practices in rearing their children and among the information gathered are those on family planning.
8. The seminar-workshop conducted in Cotabato will be echoed in the provinces where the cultural minority families live. One will be conducted in the Ifugao Province north of Baguio City, on September 28-30, 1979. It is hoped that again this can be conducted in Mindoro, an island outside of Luzon where the Mangyans (another cultural minority group) live. The data to be gathered is to be collated and used for a report during the 1980 Congress.

Home Economics Extension of the Philippines (HEEAP)

This association works very closely with the Bureau of Agricultural Extension. In almost all projects of the Bureau, the members of the association are directly or indirectly involved.

University of the Philippines (U.P.)

In a general sense, all units of the U.P. are involved in PE/FP through its degree programs. All students irrespective of the degree they pursue, are required to have a seminar course in population before they graduate. However, despite this requirement, there are specific units that are directly and actively involved in the dissemination of population theories, concepts, programs, activities, etc...and such units are:

a. College of Education

A Masters Degree in Population Education is one of the graduate offerings, and theses are required of students before graduation. An example

of said theses are as follows:

1. "Population Education Knowledge of College Students in a Technical School," by Estrella Salam.
2. "Population Education Knowledge of Elementary School Teachers," by Tomasita Sering.
3. "Perceptions and Selected Population Education Concepts of Fourth Year High School Students," by Virginia Alarcon.

b. Population Institute

This academic unit of the University of the Philippines offers a Masters Degree in Population Studies and it conducts, continuously, research funded by outside as well as local agencies like UNFPA, East-West Population Institute, the Population Commission, the Population Center Foundation, Inc., etc... Some of its present studies are:

1. Community Outreach Survey

A survey conducted in collaboration with 4 other institutions - Office of Population Studies, University of San Carlos, Cebu City; Xavier University, Cagayan de Oro City; Center for Population Studies, Mindanao University and Davao Research and Planning Foundation.

2. A World Fertility Survey (WFS) being conducted in cooperation with National Census and Statistics and the Population Commission.

c. Institute of Mass Communication

1. From 1976 to the present date, the U.P. Institute of Mass Communication was and still is involved in the multimedia support for rural development programs. This is participated in by the ASEAN members, of which the Philippines is one among them. Population planning was undertaken in 1976 and implementation has begun in 1979.
2. With the National Economic Development Authority (NEDA), the Institute is at the policy level, a participant of the Edpithaph Project which undertakes preparation of textbooks and curricular materials for use in the schools.
3. The Institute also helps in the review of programs and activities in the area of population information, education and communication particularly those funded by the Population Center Foundation.

4. Some of its faculty members are undertaking programs on pre-marital counselling.