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TRIP REPORT:
MEETINGS WITH INTERNATIONAL PLANNED PARENTHOOD FEDERATION
~ AND
BRITISH LIFE ASSURANCE TRUST FOR HEALTH EDUCATION
LONDON, U.K.

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Executive Summary

On November 2, 1984, Cynthia P. Green, JHU/PCS Project Director, met with representatives of the International Planned Parenthood Federation (IPPF) and the British Life Assurance Trust for Health Education (BLAT). Both meetings provided an excellent opportunity to exchange information on current and planned activities related to population/family planning communication. During meetings with IPPF officials, plans were set for a communication workshop in Arabic to be held at JHU in July/August 1985, JHU/PCS activities in the Near East and Asia were reviewed, IPPF requested assistance in convening a workshop on communication for Francophone African countries, and plans for an issue of People magazine on communicating with women were discussed. BLAT staff members reviewed their family planning-related publications and training courses in health education and provided a tour of their training and library facilities.

ABBREVIATIONS

AID	Agency for International Development
BLAT	British Life Assurance Trust for Health Education
FPA	Family Planning Association
JFPPA	Jordan Family Planning and Protection Association
JHU/RCS	Johns Hopkins University/Population Communication Services
IEC	Information, Education and Communication
IPPF	International Planned Parenthood Federation
UNFPA	United Nations Fund for Population Activities
WHO	World Health Organization

I. INTERNATIONAL PLANNED PARENTHOOD FEDERATION (IPPF)

Introduction

My visit to IPPF had several objectives:

1. To brief IPPF regional directors on JHU/PCS activities;
2. To finalize plans for a workshop for IEC specialists from the Arab world, to be co-sponsored with the IPPF;
3. To discuss plans for an addition of People magazine on communication.

The following is a summary of my discussions with various IPPF staff members:

Arab World Region

Dr. Monamed Bouzidi, Regional Director of the Arab World Region, and Dr. Hamouda Hanafi, Deputy Regional Director, reviewed my letter of October 19 to Dr. Bouzidi, outlining plans for the workshop for information, education and communication specialists from Arabic-speaking countries. The suggested dates (July 29 through August 16, 1985), length (3 weeks), and tentative listing of topics to be covered were all agreed upon. As the next step, I promised that JHU/PCS would prepare a brief description of the workshop to send to prospective participants and a draft agenda and that we would send these drafts to IPPF for further review. We would jointly work with IPPF to identify prospective participants, both from non-governmental family planning associations and government agencies. Once the agenda is set, JHU/PCS and IPPF would begin to identify speakers and resource persons. Drs. Bouzidi and Hanafi are very enthusiastic about the workshop and are very interested in participating in all phases of the planning for it.

We discussed the possibility that workshop participants from countries with more extensive communication programs could serve as speakers and resource persons and could share sample materials. From among the family planning associations in the Arab World, Drs. Bouzidi and Hanafi suggested the following inputs:

- o Syria could provide information on its radio programs and popular plays;
- o Lebanon could show its brochures and posters;
- o Morocco could lead discussions and showings of its films and television spots; and
- o Tunisia could review its various IEC activities and provide suggestions on ways of overcoming cultural and religious opposition.

Areas of particular interest to Drs. Bouzidi and Hanafi were audience segmentation and communication strategy development. I asked Drs. Bouzidi and Hanafi to let us know of Arabic-speaking communication experts who might be appropriate as speakers for the workshop or for use as consultants to JHU/PCS or other international organizations.

We then reviewed possible JHU/PCS activities in various countries in the Arab World Region. In the Sudan, Dr. Bouzidi feels that the training of physicians is most crucial. He suggests that we contact the Women's Union to determine their interest in family planning communication. Drs. Bouzidi and Hanafi were most interested to hear of our activities in Somalia, and I promised to send them Sylvie Cohen's report and to keep them informed of our future activities. In regard to our project with the Jordan Family Planning and Protection Association, Dr. Bouzidi promised to send us the JFPPA work program and budgets, and I agreed that we would share the JFPPA quarterly reports to us, so that we would each know what programs were being carried out by JFPPA. In regard to North Yemen, Drs. Bouzidi and Hanafi emphasized that JHU/PCS technical assistance was very much needed by the Family Planning Association. They stressed the need to be sensitive to the local situation and to be patient. I explained that AID was waiting for the bilateral program to be initiated and had not sought a visit from JHU/PCS. They suggested that we follow the situation closely and consider providing technical assistance, if this is acceptable to the JFPA and AID.

Europe Region

I briefed Julian Heddy, Regional Director for the Europe Region on plans to work in Turkey and on the request from the Turkish Family Planning Association to provide technical assistance and project funding. I said that we would be in touch with him if the proposed JHU/PCS trip was approved by the U.S. Embassy in Turkey.

Indian Ocean Region

I met with Francis Pietersz, Regional Director of the Indian Ocean Region, and Jagdish Ghimire, Deputy Regional Director, to review JHU/PCS activities in Nepal and plans for a regional communication advisor to be based in New Delhi.

I also explained that there were no new developments in Sri Lanka and that we would be in touch with the appropriate AID and UNFPA officials to determine what project plans were being developed.

Programme Division

Art Carlos, Programme Officer, provided information on communication training facilities in Asia. The Communication Foundation for Asia, based in Manila, holds communication courses on a regular basis and did a two-week training program for IPPF last year. It has good radio facilities and might be an appropriate training site. The Institute of Mass Communication of the University of the Philippines, has conducted a number of courses in family planning communication funded by the UNFPA.

In response to my question regarding youth programs that could be featured in an up-coming PCS Packet on communicating with youth, he reviewed the activities of family planning associations in Hong Kong, Thailand, Malaysia, Sri Lanka, Nepal, and the Caribbean. He also suggested several resource materials and youth organizations that might provide further information.

Regarding possible JHU/PCS activities in collaboration with IPPF, Mr. Carlos reported that at a recent meeting of the executive directors of family planning associations from Francophone Africa, the group recommended that IPPF convene a workshop on communication, youth and male involvement. Mr. Carlos was most interested in the possibility of JHU/PCS convening this workshop, and I said that we would look into this possibility further. The next step is for us to contact Mr. Alfa Dialou, the IPPF representative in Lomé, to explore this possibility further.

Information Division

John Rowley, Editor of People magazine, described his plans for an upcoming issue of People magazine on communicating with women, to be published in the spring of 1985. He was very interested in our suggestions regarding communication activities that could be covered in this issue. In particular he is seeking an African female journalist to write on the subject of communicating with women in Africa. I offered some suggestions and said that we would be back in touch with him on this matter. (Peggy Kabae of Kenya was later identified as an appropriate author.)

Mr. Rowley also showed me a question and answer column that IPPF had developed to be placed in various newspapers in India. IPPF needs funding for this column. I asked him to send me a copy, since it could serve as a possible model for other countries.

II. BRITISH LIFE ASSURANCE TRUST FOR HEALTH EDUCATION

The British Life Assurance Trust for Health Education (BLAT), was founded in 1966 and is housed in the British Medical Association building. BLAT is involved in a variety of activities including publications production, training, and information retrieval and dissemination. About two-thirds of its activities are focused on the United Kingdom, and about one-third is international. BLAT has been designated a Collaborating Center for Educational Technology by the World Health Organization. BLAT produces a number of materials, including a bimonthly abstracting journal entitled Information, books, journal articles, conference papers and learning materials using a wide range of media. It maintains a film library

and publishes a catalog listing more than 900 films. It has facilities for audio-tape recording and duplicating, graphic design, photography and printing. Its library contains an extensive collection of books and journals on health education and related health topics. Upon request, BLAT will prepare resource lists of audio-visual materials on specific health topics. BLAT's most recent publication in the family planning field was the learning package entitled "Family Fertility Education," produced on behalf of the World Health Organization (WHO). This package, designed for teachers of natural family planning methods, has been tested in six to eight countries; a second printing is now underway. Promotional brochures will be available shortly in English, French and Spanish. BLAT would be willing to send us some copies of these promotional brochures for us to send to some of our contacts in LDC's. The "Family Fertility Education" packet will be sold for 85 UK pounds to agencies in developed countries and will be distributed by BLAT free to agencies based in less developed countries. Dr. William Clarke, Director of BLAT, was most interested to hear of the NFB booklet we developed in Mexico, and I promised to send him a copy.

Dr. Clarke showed me the training kit for traditional birth attendants that BLAT had developed for WHO. It has also been tested in several countries, but BLAT's supply is now almost completely exhausted. When I described our interest in developing materials in Africa, Dr. Clarke suggested that we get in touch with Mr. Mac Dowling, of the Health Manpower Division of WHO, who is working on local production of health learning materials and is planning to hold a meeting on this topic in Africa.

BLAT offers short courses in health education for librarians, teachers and technical staff from both developed and developing countries. It charges approximately 100 to 200 UK pounds for a three-week course. In the summer of 1985, it plans to offer two courses:

1. BLAT/WHO 8th course on modern methods methods for teachers of health sciences will be held July 2-19, 1985. A prospectus for this course was given to me.

2. A course for librarians on how to catalog and use audio-visual materials.

BLAT also offers Advance Certificates in primary health care education, in conjunction with the Institute of Education of the University of London and the Department Health and Welfare Education. These courses last for one to two terms. Dr. Clarke said that they have not have not had many family planning specialists attending BLAT courses but that they would welcome more in the future.

I received information on subscribing to BLAT's bimonthly journal, Information, and I promised to add BLAT to the mailing list for Population Reports.

Conclusions and Recommendations

Visits to the IPPF are always useful in facilitating coordination and in developing new program initiatives. My recommendations regarding the IPPF visit are:

1. JHU/PCS should move ahead with plans for a workshop for Arabic-speaking communication specialists.
2. JHU/PCS should discuss the idea of a workshop for Francophone African countries with the appropriate IPPF Africa Bureau representatives; and
3. JHU/PCS should keep informed of plans for the issue of People magazine on communicating with women.

Regarding BLAT, my major conclusion is that BLAT is unlikely to become a major training center for family planning communication specialists. Its courses are mainly geared to more traditional health education topics, including interpersonal communication and print materials production. It has a small staff and therefore could not provide specialized training to overseas visitors outside of its regular courses. Courses are provided in English only.

I recommend that JHU/PCS maintain contact with BLAT and share materials and information on training courses and resources. Appropriate candidates--mainly

teachers of health sciences and librarians--should be referred to BLAT for training.

LIST OF CONTACTS

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Dr. Mohamed Bouzidi	Director, Arab World Region
Dr. Hamouda Hanafi	Deputy Director, Arab World Region
Mr. John Rowley	Editor, <u>People</u>
Ms. Sunetra Puri	Information Officer
Mr. Art Carlos	Programme Officer
Ms. Elizabeth Reilly	Visitor's Assistant
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