



RECOMMENDATIONS

AD HOC ROUND TABLE

"POPULATION AND COMMUNICATIONS"

2 – 3 December 1993
Vienna (Austria)

Vienna Institute for
Development and Cooperation
Wiener Institut für
Entwicklungsfragen und Zusammenarbeit

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Ad hoc Round Table
"Population and Communications"
Vienna (Austria), 2 – 3 December 1993

RECOMMENDATIONS



These Recommendations are addressed to the Secretariat of the International Conference on Population and Development (ICPD), Cairo 1994. They have been formulated by a drafting committee of the Ad hoc Round Table "Population and Communications", Vienna (Austria), 2 – 3 December 1993 and are intended as expert input to the preparation of the Draft Recommendations of the ICPD.

They are also addressed for action to international and regional organizations, national governments, local communities, the media and non-governmental organizations.

Participants emphasized the urgent need for timely and sustained actions, for integrated and multisectoral approaches, for international cooperation in mobilizing financial and technological resources.

INTRODUCTION



An international Round Table on the topic "Population and Communications" was convened by the Vienna Institute for Development and Cooperation (VIDC), in close cooperation with the United Nations Population Fund (UNFPA) and the Government of Austria, on 2 and 3 December 1993 at the Vienna International Center (Vienna, Austria).

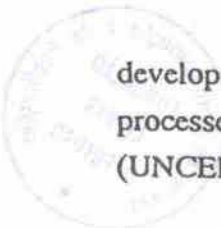
The Round Table was organized as part of the preparatory process leading up to the International Conference on Population and Development, to be held in Cairo, Egypt, in September 1994. It brought together policymakers, diplomats, international civil servants, communications experts and media representatives from North and South in an informal setting (cf. list of participants in Annex I).

The Agenda revolved around several main areas of concern: an assessment of current demographic trends and the factors influencing them; the developments in population communication; and case studies on the potential of the media for populations issues, including traditional and non-commercial media, TV soaps, songs, interactive radio as well as drama and film. The Round Table also discussed strategies to strengthen population communications, explored the role of broadcast policies and international cooperation, the challenge of resource mobilization, questions of marketing and community involvement; and discussed the need for strategic planning and coordination in the fields of Information, Education and Communication (IEC). The Round Table emphasized the importance of IEC in achieving the objectives of population programmes while recognizing that population issues are situated in the broader context of socio-economic development.

The Round Table adopted the following recommendations and was brought to a close with final remarks by the Executive Director of UNFPA, Dr. Nafis Sadik, and the Speaker of the VIDC's International Advisory Council, former Foreign Minister Peter Jankowitsch. The full programme of the Round Table is contained in Annex II.

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The Vienna Institute for Development and Cooperation (VIDC) is a non-governmental organization with consultative status at the United Nations. It specializes in the promotion of North-South issues, does consultancy work on questions of



development cooperation and aims at facilitating the work of global negotiating processes such as the United Nations Conference on Environment and Development (UNCED) or the International Conference on Population and Development (ICPD).

The president of the Vienna Institute for Development and Cooperation is Franz Vranitzky, currently Austria's Federal Chancellor.



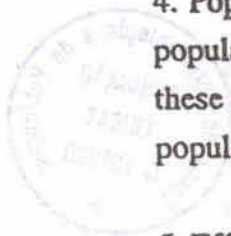
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RECOMMENDATIONS

1. Population Information, Education, Communication (IEC) should be considered an indispensable tool in the development of human resources. IEC can enhance choices for women and men, increase equity and promote the fulfilment of basic human rights, including reproductive rights.
2. Population communication should complement and support population education which addresses issues of gender, population and environment, reproductive choices and their implications, and the responsibilities inherent in these issues, and which other international fora have recommended be introduced or strengthened at all levels of school curricula.
3. When formulating population communication strategies, the development of a "knowledge base" (i.e. data and relevant research findings) is a vital first step for raising awareness and better informing policy makers in both the public and private sectors.
4. Population communication should be recognized as a legitimate area of attention by population research institutions and communication researchers because of the role these institutions and researchers play in setting the agenda for action in the field of population.
5. Efforts should be made to strengthen partnerships between governments and NGOs in the field of population communication.
6. The particular strength which NGOs often have in the area of research should be fully utilized as part of a comprehensive approach to population communication.
7. Every appropriate opportunity should be taken to address gender issues in the design of IEC programmes and messages.
8. Local groups and organizations, in particular women's groups, should be involved in the identification of priority issues for consideration in population communication activities.
9. Lasting solutions must be based on initiatives and activities in the developing countries themselves. Therefore the international community should place particular



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priority on building institutional capacities in these countries in the form of management, scientific, and technical training in the area of population communication, as well as aiding the development of local administrative and research institutions. Institutions should be encouraged to employ multisectoral and interdisciplinary approaches to these issues, and training programmes should be continually up-dated.

10. Population communication programmes and projects should take the opportunity, whenever possible, to tap traditional and popular cultural resources as well as social communication networks, to strengthen community participation and enhance social development.

11. Forms of entertainment, both traditional and modern, including songs, comics, dramas, soap operas, which have demonstrated their effectiveness should be more fully utilized to present role models for appropriate reproductive health behaviour, to illustrate the consequences of various behaviours and to stimulate discussion between spouses and within families.

12. At an early stage, entertainment projects with population content should involve professionals in broadcasting, theatre, local (traditional) artists and others in the entertainment field to script, produce and perform quality programmes. Private and public sector sponsors should be encouraged to support production costs, air time, collateral materials, and promotion of projects to motivate behavioural change.

13. Entertainment programmes dealing with population issues should be based on participatory audience research, and reflect professional production skills as well as a knowledge of behavioural science theories as applied to communication.

14. Radio's capacity for mobilizing community support should be recognized and utilized in population communication programmes, especially when broadcast facilities are community-based, i.e. have limited geographical coverage and, therefore, are already community affairs oriented.

15. Television production should be targetted to local audiences, reflecting local realities, needs and interests, rather than conveying global or general messages that may be less meaningful to the majority of audiences.

16. While television has been demonstrated to have a vast and rapidly expanding outreach, its particular usefulness in reaching policy makers should be recognized and capitalized upon in population IEC strategies.



17. Developing countries' perspectives on population issues should be made more readily available to industrialized countries' audiences through TV.

18. Emphasis should be placed on the use of print media where appropriate.

19. Attention should be given to the importance of the general social fabric, religious values and culture, including the influence of community leaders and the immediate and extended family, in the creation of population, responsible parenthood and family planning messages so as to ensure their greater acceptance.

20. Population communication activities should seek broad audience participation through a variety of approaches, such as write-ins, call-ins, community performances, listening groups, etc.

21. Effective mechanisms for providing technical cooperation, particularly among developing countries, with regard to effective methodologies for IEC programmes, should be created or strengthened, as appropriate.

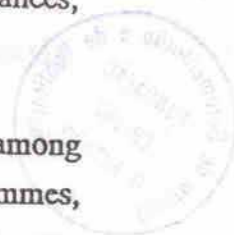
22. IEC programmes should develop specific strategies to enhance informed decision-making and dialogue on population and reproductive health issues within families, between spouses and sexual partners, between parents, older relatives and children, and among peer groups.

23. IEC programmes should develop specific strategies to mobilize satisfied users of family planning or those who have changed other health behaviours to communicate effectively in person or in groups with their relatives, friends, or peers.

24. Communicators should become more familiar with reasons for non-use of contraception. While recognizing that not all of these are amenable to IEC solutions, many of them can be dealt with through closer collaboration between IEC practitioners and family planning service providers. Sensitivity training of clinic personnel in understanding the user's perspective should be promoted.

25. Family planning service providers should receive training in interpersonal communication skills, including counselling.

26. Specific plans and procedures should be developed to coordinate parties responsible for implementing IEC strategies, including procedures for facilitating communication



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between IEC practitioners and family planning service providers.

27. IEC programmes should be rigorously evaluated to determine the extent of exposure; changes in knowledge, attitudes, and behaviour; and cost-effectiveness. Evaluation (formative and summative) should also guarantee feedback of findings to improve future programmes.

28. Advisory or coordinating committees should be established to promote the development of comprehensive national IEC strategies, to mobilize resources, to improve the quality of IEC outputs, to encourage ongoing IEC collaboration, and to lead toward increasing consultation and collaboration on a wide range of programme issues.

29. In devising population communication activities appropriate emphasis should be given to the prevention of AIDS and other STDs.

30. Appropriate emphasis should also be given to safe motherhood and child survival.

31. IEC programmes should develop specific strategies to reach and encourage participation among hard to reach audiences such as residents of remote rural areas, indigenous peoples, linguistic minorities, illiterate populations, populations not exposed to mass media, refugees, internally displaced and other migrants.

32. Given the importance of reaching certain target audiences, inter alia men, youth, newly formed couples, persons at high-risk for HIV, specific attention should be given to the selection of channels that have been demonstrated to be most effective in reaching these particular audiences.

33. Population communication programmes should utilize multi-media approaches to the extent possible.

34. IEC programmes should collaborate and provide technical assistance to one another in developing effective approaches and materials. Practitioners of population IEC should be encouraged to meet at national, regional, and global levels to share experiences in the use of entertainment as a vehicle for population messages and other approaches to population communication.

35. The importance of IEC as a key element of any population strategy should be recognized. This recognition should be reflected, inter alia in the Recommendations of the Cairo Conference. The funding for IEC activities should be commensurate with their

importance.

36. Communication professionals in the population field should develop messages and approaches to policy audiences, including resource allocators, on such issues as the need to devote more resources to satisfying the unmet demand for contraception and improving the quality of reproductive health and family planning services.

37. Population IEC practitioners have an important role to play in the follow up to the Cairo Conference. They should be fully aware of the goals adopted by the Conference, and subsequent IEC activities should be oriented to keeping these goals in the public eye, and to their achievement. The theme of the Conference "Choices and Responsibilities", reflects a basic population communication principle and should be a continuing theme of IEC activities into the next century.



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Executive Director, Turkish Family Health and Planning Foundation, Turkey



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Annex II

**AD HOC ROUNDTABLE
"POPULATION AND COMMUNICATIONS"**

2 – 3 December 1993

VIENNA INTERNATIONAL CENTER

Wagramer Straße 5

1220 Vienna, Austria

PROGRAMME

Thursday, 2 December 1993: UN/UNIDO BOARDROOM, Sector C, 4th floor

0900 – 1230 h

Mr. Peter JANKOWITSCH, former Minister of Foreign Affairs, Austrian Ambassador to the OECD, Speaker of the VIDCs' International Advisory Council
(Chair)

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Ms. Edda WEISS, Director, Department for Development Cooperation, Austria, on behalf of **Ms. Brigitte EDERER**, Minister of State for Integration and Development Cooperation
Welcoming Address

Mr. Jyoti S. SINGH, Director, UNFPA, and ICPD Executive Coordinator
Opening Statement

Mr. Charles F. WESTOFF, Professor, Princeton University
Lecture "Demographic Trends and Factors Influencing These Trends"

Discussion

Coffee Break

Mr. Everett M. ROGERS, Professor, University of New Mexico
Lecture "The Future of Population Communications"



Discussion

1230 – 1400 h

Lunch Break

1400 – 1600 h

Presentation on Traditional and Non-Commercial Media

Panel: Ms. Cecile **GUIDOTE-ALVAREZ**, Earthsavers Movement, Philippines – on "Folk and Mass Media"
 Ms. Sawsan **EL BAKLEY**, State Information Service, Egypt – on "Folk Media in Egypt: A Non Traditional Channel of Social Development"
 Ms. Anamaria **DECOCK**, FAO Development Support, – on "Traditional and Popular Media Resources"
 Mr. Mark **ASARE**, Ministry of Health, Ghana – on "Traditional and Modern Media"

Chair: Mrs. Sunetra **PURI**, Director, IPPF, International Planned Parenthood Federation, U.K.



Discussion

Coffee Break

1600 – 1800 h

Presentation on Electronic Media

Panel: Mr. Miguel **SABIDO**, Writer and Producer, Mexico – on "Drama and Films"
 Mr. Roger **PEREIRA**, Burson Marsteller Roger Pereira Communications Pvt. Ltd., India – on "TV Soaps – A Vehicle for Developmental Communications in India"
 Ms. Phyllis Tilson **PIOTROW**, Center for Communication Programs, Johns Hopkins University, U.S.A. – on "Songs"
 Ms. Marina de **SOLANO**, Centro Orientacion Familiar, Costa Rica – on "Interactive Radio"

Chair: Mr. Yasar **YASER**, Executive Director, Turkish Family Health and Planning Foundation, Turkey

Friday, 3 December 1993: CONFERENCE ROOM II, Sector C, 7th floor

0900– 1230 h

Strengthening Population Communications

Panel: Mr. Phil **HARRIS**, Spécial Adviser, Inter Press Service

– on "Broadcast policies and international cooperation"

Mr. Steven W. **SINDING**, Director, Population Sciences, The Rockefeller Foundation – on "Resource mobilisation"

Mr. Robert **LAMB**, Director, TVE International – on "Marketing and Advertisement"

Mr. Luis Ramiro **BELTRAN**, The Johns Hopkins University, Bolivia – on "Strategic IEC planning and coordination"

Mr. Makane **KANE**, UNFPA, Senegal
– on "Community involvement"

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Chair: Mr. Jyoti S. **SINGH**, Director, UNFPA



1230 – 1400 h

Lunch Break

1400 – 1600 h

Ms. Nafis **SADIK**, Executive Director, UNFPA, and ICPD
Secretary-General
Statement

Roundtable discussion on main findings and recommendations

Chair: Mr. Peter **JANKOWITSCH**, former Minister of Foreign Affairs, Speaker of the VIDCs' International Advisory Council

Coffee Break

1600 – 1730 h

Adoption of recommendations

Closing Remarks by Ms. Nafis **SADIK** and by Mr. Peter **JANKOWITSCH**