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The Inviting Organizations
APPENDICES

THE INVITING ORGANIZATIONS

1. ASIAN MASS COMMUNICATION RESEARCH AND INFORMATION CENTRE

AMIC was formally established in 1971 as a non-profit organisation under the sponsorship of the Government of Singapore and the Friedrich-Ebert-Stiftung, an independent Foundation in the Federal Republic of Germany. Although it began as one of several documentation centres around the world working towards the dissemination of mass communication information, AMIC has since expanded its scope of activities to include publications, research and training as well as consultancy services. Its policies and programmes are decided by an elected regional body which meets twice a year.

Since its inception, AMIC has been working closely with sister organisations in the region to upgrade the practice of mass communication in Asia. The demands for development in the region into the field of development communications. Perhaps in response to this need, AMIC has signed formal Agreements of Cooperation with the governments of Sri Lanka and Bangladesh. Similar agreements have also been signed with the Confederation of ASEAN Journalists (CAJ) and the International Organisation of Consumer Unions (IOCU).

In the international arena, AMIC has worked closely with the United Nations Educational, Social and Cultural Organisation (UNESCO). AMIC has, since its inception, been part of the UNESCO Communication Network (COMNET) of research and documentation centres around the world. In recent years, AMIC has assisted the world body in undertaking a number of research projects on communication. With the good track record of cooperation, AMIC has recently been admitted as a Non-Governmental Organisation (NGO) of UNESCO.

AMIC has also established fruitful relationship with the International Development Research Centre (IDRC), Canada; the Asia-Pacific Institute for Broadcasting Development (AIBD), Kuala Lumpur; Asia-Pacific Broadcasting Union (ABU), International Institute for Communications (IIC), London; Food and Agricultural Organisation (FAO); Committee on Science and Technology for Development Countries (COSTED); World Association for Christian Communications (WACC) and other regional and national institutions.

AMIC conducts a series of training programmes, seminars and workshops throughout the region for the benefit of journalists, media managers and practitioners as well as communication planners and policy-makers. Besides dealing with basic issues in communication, AMIC has felt it timely to concentrate on the application of
communication in the various spheres of everyday life. To this end, AMIC has organised a number of workshops on communication for development, consumerism, environmentalism, public understanding of scientific information, food and agricultural reporting, etc. This seminar on Communication and Child/Family Welfare is a continuation of this tradition. The underlying philosophy to this approach is that communication is not a branch of study for abstraction and speculation, but a discipline that can be put to good use for the benefit of Asia's teeming millions.

To achieve effective dissemination of information pertaining to communication AMIC has an active publications programme. A quarterly newsletter, the Asian Mass Communication Bulletin; a journal, Media Asia, reach 800-odd members as well as libraries and institutions not only in Asia but also throughout the world. In addition, AMIC publishes a series of short occasional papers and monographs, conference and seminar reports.

AMIC maintains a specialised communication library and undertakes dissemination services by providing copies of communication literature either at cost or on an exchange basis.

Occasionally, AMIC provides communication consultancy services for Asian governments and institutions upon request.

In the years to come, the Asian Mass Communication Research and Information Centre will continue to contribute its expertise to the betterment of the communication and information industry in the region. AMIC plans to initiate more specialised research and study in the fields of inter-cultural communication and development communication.
2. UNITED STATES
DEPARTMENT OF HEALTH & HUMAN SERVICES

The Department of Health and Human Services (HHS) is the Cabinet-level Department of the U.S. Federal executive branch concerned most with people and most involved with the nation's human concerns. In one way or another - whether it is mailing out social security cheques or making health services more widely available - HHS touches the lives of more Americans than any other Federal agency. It is literally a department of people serving people, from newborn infants to the most elderly citizens.

The Department is made up of the Public Health Service, including the Food and Drug Administration; the Health Care Financing Administration which handles Medicare and Medicaid; the Office of Human Development Services which administers human service programs for children, youth and families, older people, families on public assistance, and native Americans; and the Social Security Administration which operates welfare programmes.

The Public Health Service (PHS) is the Federal agency charged by law to promote and assure the highest level of health attainable for every individual and family in America, and to develop cooperation in health projects with other nations.

The Health Care Financing Administration (HCFA) handles the Medicare and Medicaid services. Medicare provides basic health benefits to recipients of social security. The Medicaid programme, on the other hand, provides medical services to the needy through grants. Medicaid also serves as a clearinghouse for information relating to the programme.

The Office of Human Development Services contains:

The Administration for Children, Youth and Families (ACYF) which serves all American children, from infancy through adolescence, and their families. ACYF acts as a point of coordination in the government for programs for children and youth and works with State and community agencies to improve child, youth and family services.

ACYF supports research, demonstration, training and technical assistance programs relating to early childhood and day care, youth development, child abuse and neglect, foster care and adoption, and other child welfare and family services. To assist the States, the agency also develops model laws and standards for children's programs.

Through the nationwide Head Start preschool program, ACYF provides services each year to over 400,000 children from low-income families. ACYF also funds 165 runaway youth projects, which provide shelter care, counseling and other services to runaways and their families. To combat child abuse and neglect, which affects an estimated one million U.S. children each year, the agency's National Center
on Child Abuse and Neglect awards grants and contracts for programs to prevent, identify, and treat child abuse and neglect.

Among the many innovative programs funded by the agency have been programs that have used home visitors to provide child development services in the home and emergency services programs that have offered 24-hour services to families in crisis.

ACYF is responsible for administering the Head Start portions of the Economic Opportunity Amendments of 1978, the Runaway Youth Act, and the Child Abuse Prevention and Treatment and Adoption Reform Act. The adoption section of this law provides for the development of a model law on adoption and for training, technical assistance and other activities to promote the adoptive placement of children in foster care.

ACYF also administers three child welfare services programs authorized by Title IV-B of the Social Security Act. These programs provide grants for research and demonstration in child welfare; grants to the States for child welfare services; and grants to universities for training of child welfare personnel.

The principal functions of the Social Security Administration (SSA) include research and recommendations oriented to the problems of poverty, insecurity, and health care for the aged, blind and disabled; the planning, design and development of long-range administrative plans; promotion of public understanding and knowledge of protections, rights and responsibilities under SSA-administered programmes; policy guidance for the administration of retirement, survivors, and disability insurance programmes, as well as the supplemental security income programme.
3. INTERNATIONAL CHILDREN'S CENTRE

The Paris-based International Children's Centre (ICC) was first established in 1949 and, according to its statutes, it is "at the disposal of governments and organisations, national or international, which are working for the welfare of children". The wide scope of the Centre's activities is covered by its three principal Departments: the Department of Education and Training; the Epidemiological Pilot Station and the Department of Information. The ICC works very closely with other international organisations similarly committed to the promotion of child and family welfare. These organisations include the United Nations International Children Educational Fund (UNICEF); WHO; UNESCO; FAO; ILO; the United Nations Fund for Population Activities (UNFPA) and others.

The Department of Education and Training organises a number of local as well as international courses, seminars and workshops. In 1980, a total of such activities were organised in Europe, Africa, Latin America. These meetings were conducted in English, French and Spanish. In addition, the Department also conducts a number of applied research and field activities which provide material and support for its educational activities and enable it to put its concepts into practice. The Department concentrates on four main themes in its activities: family and community health; problems specific to the different ages of childhood and adolescence; food, nutrition and development; and educational technology.

The Epidemiological Pilot Station works in close and constant cooperation with the WHO and UNICEF. This has further increased with the development of the Expanded Programme of Immunization. The Pilot Station has strengthened its role of transmission and coordination among the various national and international agencies, laboratories for the production and research or control of vaccines, and a number of governments wishing to launch an immunization programme. The Station's work has continued in three directions: clinical vaccine trials; assistance in developing and carrying out national immunization programmes; and training of staff and documentation activities. It is also called upon to prepare a number of research projects, organise and coordinate studies, and analyse the results.

The Department of Information concentrates on documentation and publication activities - both the collection, processing and dissemination of information and the production of periodicals published by the ICC. The Department publishes two international journals, Courrier in English, French and Children in the Tropics in French and English. These publications have an international readership and copies are also distributed on an exchange basis. The Department of Information publishes books. The Department's activities also include the preparation of technical reviews (see later on); the publication of bibliographical bulletins and the
formation of associated centres in other countries. Two such centres are currently operating in Algiers and Ankara with others to be established. The Department is currently setting up a data base for the ICC.
THE TECHNICAL REVIEWS

The "Technical Reviews" are primarily practical and educational. Their contents are adapted in so far as possible to various target groups: 1. Professionals, physicians and other university level personnel, 2. Nurses, midwives, social workers, teachers and parents, 3. Planners, administrators and policy makers, 4. Mass media specialists (TV, radio, journals and magazines).

The "Technical Reviews" are published in English, French and Spanish. The following topics have been selected:

- Breast feeding
- Infant stimulation
- Immunizations
- Accident prevention
- Abused children
- Infant nurseries and day care
- Early screening of handicaps and social integration of handicapped
- Dental caries and prevention
- Early malnutrition: prevention and treatment
- Prevention of high risk pregnancy

1979 (available)
1980 (available)
1981 (in preparation)

The documents may be reproduced or translated into other languages. They can be used as source of information for the preparation of radio and/or TV programmes, articles or other documents. They can be modified and adjusted to local situations. No charge is requested, but the ICC should be informed and the origin of the document mentioned.

The "Technical Reviews" are prepared within the framework of the ICC-H/HS Programme of "Development of Information on Early Childhood.

Further information can be obtained by writing to: P. Vesin, M.D., Director of the ICC-H/HS Programme on the Development of Information on Early Childhood, International Children's Centre, Château de Longchamps, Bois de Boulogne, 75016 Paris, France.

These documents have been used as working papers during the seminar. We have selected to be included in the appendices those prepared for "Professionals" and for "Mass media specialists" on "Early stimulation in early childhood", "Breast feeding", "Prevention of child accidents" and "Immunization". A list of relevant films, filmstrips, audio-tapes, video-cassettes, illustrating the Technical Reviews topics, prepared by Dr. C. Mahmoudi follows the text of these documents.