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Multi-Media Support For Asean Population Programmes
In The Context Of Rural Development

By

Parama Satwedin
Multi-Media Support for ASEAN Population Programmes in the Context of Rural Development

Paper presented at the International Seminar on Communication Policy for Rural Development

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Background of the Project

The Project on Multi-Media Support for ASEAN Population Programmes in the Context of Rural Development is a combined effort among ASEAN, FAO and UNFPA. While the ASEAN countries are the operating units, FAO is the administrative agency and UNFPA is the funding agency.

Objectives

A. General

The Multi-Media Project seeks to provide a more adequate and systematic multi-media support to the communication component of population programmes within the context of existing integrated rural and agricultural development programmes of the predominantly rural ASEAN countries of Thailand, Indonesia, Malaysia and the Philippines; and of the few isolated rural programmes as well as urban development programmes of Singapore.

B. Specific

The specific objectives of this project include the following:

1. To determine criteria or guidelines and methodology for the effective design, production, utilization and evaluation of adopted and adapted existing IEC materials and development of new multi-media support materials to population programmes for farmers and fishermen and their families in the four predominantly...
rural ASEAN countries; and for families in the isolated rural areas of as well as industrial workers in urban Singapore;

2. To adopt and adapt existing population IEC materials and develop and produce new multi-media support materials on the basis of the criteria or guidelines developed in No.1;

3. To adopt and adapt existing population IEC materials and develop new mutually-supportive multi-media mixes and approaches utilizing materials developed in No.2;

4. To determine the feasibility of introducing these multi-media support materials, mixes and approaches through agriculture service channels, traditional or folk channels and other channels for population IEC; and

5. To evaluate the effectiveness of the multi-media support materials in terms knowledge of and attitude toward population issues including practice of family planning and other measures.

The Project on Multi-Media Support for Population Programmes in the Context of Rural Development in Thailand

In Thailand, the project is under the joint responsibility of the Faculty of Communication Arts and the Institute of Population Studies of Chulalongkorn University in cooperation with the Family Planning Office, Ministry of Public Health. The project is divided into four parts: benchmark survey, production of materials, field campaign and post-campaign evaluation. The Institute of Population Studies is responsible for benchmark survey, the Faculty of Communication Arts is responsible for the production of materials while the Family Planning Office is in charge of field campaign. The post-campaign evaluation is the responsibility of the Institute of Population Studies in cooperation with the Faculty of Communication Arts.
Population IEC Materials

The population IEC materials which Thailand produces by adapting from other countries' materials are as follows:

1. Poster campaigning for small family is adapted from Singapore's poster "Girl or Boy, Two is Enough".
2. Folder campaigning for practice of family planning is adapted from Malaysia's folder "What A Mother Needs".
3. Slide teaching sex education is adapted from Singapore's slide "How A New Life Begins".
4. Poster campaigning for vasectomy is adapted from the poster of Ministry of Public Health of Thailand.

Field Campaign

The campaign was carried out during late April to October of 1980. All means of communication were used in the campaign for these IEC materials. Group meetings among women, meetings with opinion leaders, home visits, slide shows, dissemination of printed materials were carried out during the campaign. Those who organized such activities are local health officers.

Post-Campaign Evaluation

The project is now in the process of data analysis after the survey was carried out in the campaign areas in November of 1980.