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<th>AMIC Workshop on Social Marketing and Public Education Campaigns : Baguio, May 18-26, 1987 : [contents]</th>
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AMIC WORKSHOP ON
SOCIAL MARKETING /
PUBLIC EDUCATION CAMPAIGNS,
BAGUIO,
MAY 18-26, 1987
This workshop consists of an introduction to the concept and practice of social marketing integrated via Module I, and the formulation of Module II, and pretesting of the modules. These modules developed during the workshop are intended to be prototypes for adoption by Philippine schools.
CONTENTS

1. Programme And List Of Participants. 6p

2. Proposal For A Workshop To Develop Teaching Modules On Social Marketing/ Public Education For Development. 12p

3. Welcome Address. By Vijay Menon. 3p

4. The Indonesian Experience In Social Marketing. By M Alwi Dahlan. 10p

5. Public Health Education Campaigns In Singapore. By Victor Valbuena. 26p


7. Operation Malnutrition. 7p

8. Public Education In Forest Conservation. By Lilibeth J Natividad. 19p


11. Audio Cassette Technology As Communication Support To A Farmer's Primer On Growing Rice. By Teresa Habito Stuart. 42p


13. Prospects Of Integrating Social Marketing Into The In-Service And Pre-Service Curricula In The Philippines. By Zenaida T Domingo. 15p

14. Public Health Education In The Western Pacific. By I Soetjahja. 8p

15. Marketing And Communicatinons Issues In EPI Programs. By Ronald Isreal. 57p


17. Module 2 : Elements Of Social Marketing. By Belina Capul, and Others. 16p


19. NAAP Objectives. 11p


21. Nutrition Training Modules For Midwives. 87p