<table>
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<th>Title</th>
<th>AMIC-WHO-UNESCO-IPDC Roundtable on Health Education Needs the Media: Singapore, Jun 20-22, 1984: [programme and list of participants]</th>
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<td>Author(s)</td>
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Programme
&
List Of Participants
WHO - UNESCO - IPDC - AMIC

Roundtable on

"Health Education Needs the Media"

June 20 - 22, 1984
Singapore
Goals and Objectives

The past decade has seen the growth of a significant global core of experience involving a more systematic approach to mass media promotion of public health and nutrition. While there are limitations to what the media can do, it still remains a potent weapon for changing the people’s knowledge, behaviour and attitudes towards health.

This Roundtable on “Health Education Needs the Media” is the first of a series of training activities that will be conducted in the ASEAN region. These activities are aimed at increasing the capabilities of ASEAN countries to promote health and nutrition. The end result will hopefully be the attainment of the global community’s goal of “Health for All by the Year 2000.”

This series of training activities will bring together senior media personnel, information decision-makers, and health and nutrition experts. The participants will be sensitised to the dimensions of the health and nutrition problems in the region and will hopefully reinforce their sense of social responsibility.

After this Singapore Roundtable, six national-level projects—one in each of the ASEAN countries—will be implemented. These national workshops will train media production and creative specialists in the techniques of health and nutrition promotion.

The final phase of this series of training activities will be the development of a large-scale project aimed at strengthening the institutional capacity of the media to promote public health worldwide.

Schedule

Wednesday, June 20

8:20 - 8:50 am  Registration of Participants
               AMIC, 39 Newton Road, Singapore 1130

9:00 - 9:45 am  Session I:
               Inaugural
               Welcome Remarks:
               Mr. Jack C.S. Ling
               World Health Organisation
               Mr. Sarath Amunugama
               International Programme
               for the Development of
               Communication
               Dr. Susan van der Vynckt
               United Nations Educational,
               Scientific and Cultural
               Organisation
               Mr. Vijay Menon
               Asian Mass Communication
               Research and Information
               Centre
               Inauguration
               Mr. Wan Hussin Zoohri
               Parliamentary Secretary
               for Health
               Republic of Singapore

9:45 - 10:15 am  Reception

10:15 - 10:45 am  Keynote Address:
                  H.E. Ambassador Narciso Reyes
                  The Prime Minister’s Office
                  Republic of the Philippines
10:45 - 11:30 am  Session II:
Audio Visual Presentation
"Mass Media and the Promotion of Public Health and Nutrition: Experiences From Around the World"

Mr. Ronald C. Israel
Director,
International Nutrition Communication Service
Massachusetts, USA

11:30 - 1:00 pm  Session III:
Health and Nutrition:
Views from Public Health and Nutrition Experts

Malaysia
Singapore
Indonesia
Philippines
Thailand

1:00 - 2:00 pm  Lunch

2:00 - 2:45 pm  Session IV:
Media and Health: The Indian Experience

Mr. Sylvester daCunha
daCunha Associates
Bombay, India

2:45 - 3:15 pm  Session V:
Health Promotion Communication
Case Studies in Africa and Central America
United States Agency for International Development (USAID)

3:15 - 3:45 pm  Break

3:45 - 6:00 pm  Session VI: Health and Nutrition Promotion: The View from the Media
Indonesia
Singapore
Malaysia

Thursday, June 21

9:00 - 9:30 am  Session VII: Training Media Personnel in Asia
Mr. R. Balakrishnan
Asia-Pacific Institute for Broadcasting Development
Kuala Lumpur, Malaysia

9:30 - 10:30 am  Continuation of Session VI

10:30 - 11:00 am  Break

11:00 - 1:00 pm  Session VIII: Development of Country Proposals

1:00 - 2:00 pm  Lunch

2:00 - 3:30 pm  Continuation of Session VIII

3:30 - 4:00 pm  Break

4:00 - 6:00 pm  Continuation of Session VIII
Friday, June 22

9:00 - 10:30 am  Session IX:
Presentation and Review of
Country Proposals

10:30 - 11:00 am  Break

11:00 - 1:00 pm  Continuation of Session IX

1:00 - 2:00 pm  Lunch

2:00 - 3:45 pm  Session X:
Identification of Follow-up
Action

3:45 - 4:15 pm  Break

4:15 - 5:30 pm  Session XI:
Closing
Presentation of Draft
Declaration
Summation
Closing Remarks

Sponsors:

World Health Organisation (WHO)
United Nations Educational, Scientific
and Cultural Organisation (UNESCO)
International Programme for the
Development of Communication (IPDC)
Asian Mass Communication Research
and Information Centre (AMIC)
GROUP MEETINGS

GROUP I - Indonesia
Conference Room
Resource Person: Mr. Ronald Israel
Secretary: Ms. Regina Chan (Tel Ext: 11)

GROUP II - Malaysia
Room 7 (Second Floor)
Resource Person: Dr. Harald von Gottberg
Secretary: Ms. Dorothy Schuetz (Tel Ext: 22)

GROUP III - Philippines
Room 10 (Second Floor)
Resource Person: Dr. Martin E. Getzendanner
Secretary: Ms. Shirley Tan (Tel Ext: 16)

GROUP IV - Singapore
AV Room (Second Floor)
Resource Person: Mr. Sylvester daCunha
Mr. Vijay Menon
Secretary: Ms. Katherine Lim (Tel Ext: 12)

GROUP V - Thailand
Room 12 (Second Floor)
Resource Person: Mr. David Radel
Secretary: Ms. Dooreen Yee (Tel Ext: 24)
WHO-UNESCO-IPDC-AMIC ROUNDTABLE ON
"HEALTH EDUCATION NEEDS THE MEDIA"
SINGAPORE, JUNE 20-22, 1984

LIST OF PARTICIPANTS

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1. Drs. Tjuk Atmadi
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   Ministry of Information
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   Jakarta

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   Directorate of Health Education
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   Rizal Avenue
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   National Media Production Center
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   Malacañang Palace
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9. Mr. Alberto R. Corvera
   Managing Editor
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   Bangkok

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Senior Programme Specialist