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**Population Center Foundation :
Research & Research Utilization -
Findings On Population Program Operations And Management**



CHILD WELFARE LEAGUE OF THE PHILIPPINES

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SOURCE: Population Center Foundation: Research & Research Utilization Findings on Population Program Operations & Management; Paper presented at the National Population Welfare Congress, PICC, Manila, Philippines, November 26-27, 1979.

PCF RESEARCH AND RESEARCH UTILIZATION FINDINGS:

1. The rural mother spends 82% of her time in "home production" and only 18% in "market production."
2. Children contribute to income-generating as well as to non-income home activities.
3. Educated people avail themselves of health services more than the less educated.
4. Fertility tends to have a larger net effect on work participation rather than vice-versa, either simultaneously or sequentially.
5. Migration decisions are made in the context of family and community considerations.
6. The entry of a migrant into a certain place of destination is left mostly to chance.
7. Very little scientific information flows within the population program.
8. There is information overload at the executive level and information scarcity at the practitioner level.
9. Horizontal flow of communication (among peers) is more frequent than vertical, either downward or upward flow (from superiors to subordinates and vice-versa).
10. Downward communication flow is more frequent than upward flow.
11. In upward communication flow, positive feedback is more frequent than negative feedback.
12. Newsletter, the primary information vehicle for the FP program, contains little scientific or technical information.
13. The little technical content of these newsletters is mostly informational rather than persuasive communication.

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14. Information schemes of Family Planning agencies which send out publications are largely planned.
15. Clinical personnel are too busy to read.
16. Information sharing among clinic personnel is difficult to effect, it is not related to exposure to scientific publications nor to highly readable materials.
17. Individual reading and recall of scientific information is increased by high readability and use of motivational introductions (attention-getting questions and summaries).
18. Program managers rely more on "soft" information from informal verbal media and sources than on "hard" data, which they generally regard as not timely and actionable.
19. Among program managers, the "bureaucratic" and "organizational" approaches of decision-making prevail over the "rational" approach.
20. Unless present trends are reversed, the Philippines by the year 2000 will be characterized by widespread nutritional inadequacy, ecological imbalance, marginal health care, poor and limited education, and low income for the great majority.
21. There is a need for improvement of resource technology for the adoption of a total resource management approach.
22. For effective income redistribution, there should be an increase in real wages by at least 2% a year and a decrease in the proportion of wealth held by 95% of households in the Philippines.
23. The optimum population target for the year 2000 is 76.9 million.
24. In current peso terms, the Philippine population program becomes less efficient over time, mainly because of indirect costs.
25. Efficiency of regional programs is directly related to development indicators such as education, urbanization, and income.
26. Rural theatre is effective in communicating and in facilitating desired attitude change in FP.
27. Indigenous IEC materials are more effective in increasing understanding of FP concepts than those produced outside the community.
28. Value clarification in population education is critical and should be made part of the curriculum at all levels and of the training

course for teachers.

29. Lack of coordination among population field personnel hampers the effective delivery of population program services by causing duplication of efforts, unhealthy competition, conflicting claims of territorial jurisdiction and poor referral system.
29. There is need for a local body (community council/consortium) to coordinate program activities at the community level, effect clearer definition of roles and territorial jurisdiction and promote regular dialogues and information exchange among itinerant teams and static clinics, private agencies and government agencies.
30. Planning and target setting should be decentralized so that field workers and other participants (practitioners can help in setting realistic targets.
31. Interpersonal communication or face-to-face interaction is still the most effective approach to motivation and counseling.
32. The motivator must be genuinely concerned for the welfare of prospective acceptors and respect their values and decisions.
33. There is need to motivate people who influence the FP decision of prospective acceptors - husbands, mother-in-law, other close relatives, religious groups.
34. Frequent visits by motivators to client are essential
35. There is a need to develop and distribute IEC materials specifically directed at husbands/males, the youth and the religious sector.
36. There is a need for regular dialogues between churches and FP leaders on controversial issues, based on a respect for the Church's stand on rhythm.
37. Radio (especially dramas) and comics should be fully explored to reach out to dropouts.
38. Some problems in integrating population education into in-school curriculum remain unresolved; teacher overload, many teachers' inappropriate attitudes about sex.
39. Population education should be made an integral part of the community education program to reach out-of-school youth.

40. Teachers should clarify their own values and attitudes regarding sexuality in order to teach it effectively.
41. Partner agencies should be encouraged to develop and implement joint projects with cost-sharing arrangements. This should lead to better coordination and a more cost-effective national program.
42. For a more cost-effective program, the office staff of the different agencies should be fully utilized.
43. Modular schemes are most-effective in training in population education.
44. Self-instruction is as effective as, if not more effective than, the traditional classroom/lecture method, and since it is relatively inexpensive and easy to implement, SI should be developed well so that it can eventually replace the didactic phase of family planning training courses.
45. If promoted and improved as a distance-learning system, SI can reduce costs and improve access to population/family planning training without the prospective trainees having to leave work of the labor force.
46. SI can be a cost effective method for acceptor training, especially in the use of rhythm and condom in general understanding of anatomy and reproduction and family planning methods.
47. A feedback mechanism in the form of the field-workers is needed to find out how population messages are received by out-of-school youths.
48. The program suffers from a poor Management Information System (MIS).
49. There is a need to upgrade management capabilities of regional program people by helping them use information and research findings for problem-analysis and decision-making.
50. The Family Welfare Thrust of the program can be operationalized by the link between the outreach worker and the family.