<table>
<thead>
<tr>
<th>Title</th>
<th>AMIC-ICC-HHS Seminar on Communication and Child/Family Welfare : a regional seminar, Singapore, 27-31 October 1980 : [programme, list of participants and introduction of working groups]</th>
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</thead>
<tbody>
<tr>
<td>Author(s)</td>
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<td>Citation</td>
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<td>Date</td>
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Programme,
List Of Participants
&
Introduction
COMMUNICATION AND CHILD/FAMILY WELFARE

A REGIONAL SEMINAR ORGANISED BY:

• ASIAN MASS COMMUNICATION RESEARCH AND INFORMATION CENTRE (AMIC)

• INTERNATIONAL CHILDREN'S CENTRE, FRANCE (ICC)

• DEPARTMENT OF HEALTH AND HUMAN SERVICES, U.S.A. (H/H S)

SINGAPORE, 27 - 31 OCTOBER 1980

PUBLISHED BY:

INTERNATIONAL CHILDREN'S CENTRE
CHATEAU DE LONGCHAMP
BOIS DE BOULOGNE
75016 PARIS, FRANCE
1981
MONDAY, 27 October 1980

0830 REGISTRATION

0930 OPENING

Welcome Addresses:

Dr. P.R.R. Sinha, Director, AMIC

Prof. Michel Manciaux, Director-General, International Children's Centre

Dr. Edith H. Grotberg, Director (Administration & Evaluation), Department of Health and Human Services

Opening Address by:

Dr. Ow Chin Hock, Parliament Secretary, Ministry of Culture, Government of Singapore

1030 RECEPTION

1100 Presentation of Working Papers

Communication and Child/Family Welfare Programmes in Asia
by Dr. Benjamin Lozare, University of the Philippines

Early Stimulation in Children
by Dr. Edith H. Grotberg,
Chairman: Dr. P.R.R. Sinha

1300 LUNCH

1430 Country Reports on the Status of Child & Family Welfare Programmes and the role of Communication
(10 minutes each)
Chairman: Dr. Paul Vesin, Programme Director, International Children's Centre

1600 COFFEE BREAK

1630 Country Reports (continued)

1730 CLOSE

1900 RECEPTION & CULTURAL PROGRAMME

Pik Hwa Restaurant (1st Floor, Hotel Royal)
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>0900</td>
<td>Presentation of Working Papers</td>
</tr>
<tr>
<td></td>
<td>Breastfeeding</td>
</tr>
<tr>
<td></td>
<td>by Dr. Paul Vesin</td>
</tr>
<tr>
<td></td>
<td>Chairman: Dr. Shin Kuk Bom, Chairman, College of Education, Han Yang University, South Korea</td>
</tr>
<tr>
<td>1030</td>
<td>COFFEE BREAK</td>
</tr>
<tr>
<td>1100</td>
<td>Child &amp; Family Welfare Programmes in Singapore</td>
</tr>
<tr>
<td></td>
<td>by Dr. D.I. Pakshong, Medical Superintendent, Maternal &amp; Child Health Services, Singapore</td>
</tr>
<tr>
<td></td>
<td>Chairman: Prof. Siha-Umphai Bumrongsook, Faculty of Communication Arts, Chulalongkorn University, Thailand</td>
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<tr>
<td>1230</td>
<td>LUNCH</td>
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<tr>
<td>1400</td>
<td>Audio-Visual Presentation</td>
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<td></td>
<td>UNICEF Approaches to Communications</td>
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<tr>
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<td>FORMATION OF WORKING GROUPS</td>
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<tr>
<td></td>
<td>Group A — Role of Communication in Nutrition Education</td>
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<tr>
<td></td>
<td>Group B — Development of Communication Module for Child/Family Welfare Programmes</td>
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<tr>
<td>1530</td>
<td>COFFEE BREAK</td>
</tr>
<tr>
<td>1630</td>
<td>WORKING GROUP MEETINGS</td>
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<tr>
<td>1700</td>
<td>VIDEOTAPE PRESENTATION: &quot;Sang Kancil Programme&quot;</td>
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### THURSDAY, 30 October 1980

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>0900</td>
<td>Immunization by Dr. Mira B. Aghi, Tata Institute of Fundamental Research, India</td>
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<td></td>
<td>Chairman: Professor Michel Manciaux</td>
</tr>
<tr>
<td>1030</td>
<td>COFFEE BREAK</td>
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<tr>
<td>1100</td>
<td>First Plenary Session</td>
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<tr>
<td>1320</td>
<td>LUNCH</td>
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<tr>
<td>1400</td>
<td>WORKING GROUP MEETINGS</td>
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<tr>
<td>1530</td>
<td>COFFEE BREAK</td>
</tr>
<tr>
<td>1600</td>
<td>WORKING GROUP MEETINGS</td>
</tr>
<tr>
<td>1900</td>
<td>RECEPTION hosted by the United States Embassy</td>
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### FRIDAY, 31 October 1980

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>0900</td>
<td>Panel Discussion on Problems and Prospects of Child/Family Welfare Programmes in Developing Countries</td>
</tr>
<tr>
<td></td>
<td>Members: Dr. Mamoudi, Dr. Eurfron Gwyne Jones, Prof. Khairuddin Yusoff, Dr. R.K. Anand, Mr. K.C. Yadunandan, Mrs. Titie Said Sadikun</td>
</tr>
<tr>
<td>1130</td>
<td>COFFEE BREAK</td>
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<tr>
<td>1200</td>
<td>FINALISING OF WORKING GROUP REPORTS</td>
</tr>
<tr>
<td>1300</td>
<td>LUNCH</td>
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<tr>
<td>1430</td>
<td>Final Plenary Sessions, Recommendations &amp; Conclusions</td>
</tr>
<tr>
<td>1600</td>
<td>COFFEE BREAK</td>
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<td>CLOSE</td>
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</tbody>
</table>
Seminar Chairman: Dr. P.R.R. Sinha
Seminar Vice-Chairman: Dr. Edith H. Grotberg
Resource Persons: Dr. Benjamin Lozare
Dr. Paul Vesin
Dr. D.I. Pakshong
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*Cover design by George Tan*
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COMMUNICATION AND CHILD/FAMILY WELFARE

INTRODUCTION

Within the framework of the International Children's Centre (ICC), Paris - Department of Health & Human Services (H/HS), Washington, Programme of "Development of Information on Early Childhood", an international meeting has been organized jointly in Singapore by ICC, H/HS and AMIC (Asian Mass Communication Research and Information Centre). This seminar on "Communication and Child/Family Welfare" was chaired by Dr. P.R.R. Sinha, Director, AMIC; Dr. Edith H. Grotberg, Director, Administration and Evaluation Division (H/HS), was vice-chairman. The aim of the seminar was to develop the collaboration between health, education and mass media specialists involved in activities dealing with child and family welfare. Representatives of Bangladesh, the Republic of Korea, India, Indonesia, Malaysia, Nepal, Pakistan, the Philippines, the Republic of Singapore, Sri Lanka and Thailand attended the meeting, presented reports and participated to the Working Group's activities and the discussions. They were Public Health, Education, Mother and Child Care Specialists, Representatives of Family Associations, Journalists, Communication and information experts. Experts from the ICC/HHS Programme Steering Committee from France, Great Britain, the German Federal Republic, India and the USA served as Resource Persons. Two international Organizations, UNICEF and the International Planned Parenthood Federation, were also represented; there were observers from England, France, New Zealand and Sri Lanka. The meeting was honored by the presence of Dr. Ow Chin Hock, Parliament Secretary, Ministry of Culture, Government of Singapore, who delivered the opening address. The Ministries of Public Health, Education and Social Affairs were also represented by high-ranking officers.

The following publication gathers working papers, working group reports, other documents of interest presented at the meeting and the conclusions and recommendations of the seminar.
ASIAN MASS COMMUNICATION RESEARCH AND INFORMATION CENTRE
39 NEWTON ROAD, SINGAPORE 1130, REPUBLIC OF SINGAPORE

PRESS RELEASE October 21, 1980

REGIONAL SEMINAR ON CHILD AND FAMILY WELFARE

Amic will be organising a regional seminar on "Communication and Child/Family Welfare" from 27 to 31 October, 1980 at the Royal Ramada Hotel. This seminar is being held in cooperation with the International Children's Centre (France) and the United States Department of Health and Human Services. The seminar will be opened by Dr. Ow Chin Hock, Parliamentary Secretary (Culture) on 27 October, 1980 at the Royal Ramada Hotel, Newton Road.

The seminar is aimed at bringing together child-care professionals and media practitioners from both the developed and developing countries onto a common platform for discussion.

About forty-five participants from Bangladesh, France, West Germany, India, Pakistan, Nepal, Philippines, Indonesia, South Korea, Malaysia, Singapore, New Zealand, Sri Lanka, Thailand, United Kingdom and the United States are expected to attend this one-week seminar. There will be ten participants from Singapore representing the Ministry of Education, Ministry of Health, Ministry of Social Affairs, the Singapore Council of Social Services and members of the press.

Participants will discuss in-depth the following issues as related to child and family welfare: Communication and Child/Family Welfare Programmes in Asia and Singapore; Early Stimulation in Children; Breastfeeding; Accidents; the Role of Local Commercials in Family Welfare Communication; and Immunization. There will be a panel discussion on the problems and prospects of child/family welfare programmes in developing countries. Participants will also discuss the role of communication in nutrition education and the development of a communication module for child/family welfare programmes in separate working groups.

TEL: 2515106/7 CABLES: AMICINFO/TELEX: FESSINO RS21731 (ADD "FOR AMIC")
"Communication and Child/Family Welfare" is perhaps the first programme of its kind to be organised in this region where the role of communication in furthering the cause of child welfare programmes will be thoroughly discussed.

END

For further information, please contact: Dr. P.R.R. Sinha at telephone 2515106.