

JOICFP NEWS

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Local Governments Reach Out

Bicycle donation scheme deepens understanding of developing countries in Japan



Community-based distributors with donated bicycles in Tanzania.

Top officials of Japanese local governments welcomed a new era of international cooperation at the first General Meeting of the Municipal Coordinating Committee for Overseas Bicycle Assistance (MCCOBA), held on April 27 in Tokyo. Attended by the mayors of all 14 member cities of MCCOBA, the event affirmed that the association of local governments working to support healthcare and development activities in developing countries through the donation of reconditioned bicycles had indeed come of age. Kazutoshi Kato, mayor of Toshima City, Tokyo, was elected as the first president of MCCOBA, and Tama City Mayor Chiaki Usui and Omiya City Mayor Takahiro Shindo were voted in as the first vice presidents at the meeting.

A reception held after the meeting was attended by 100 people including Japanese parliamentarians and government officials, embassy officials from 10 countries and representatives of UNFPA, IPPF and the World Bank. One of the highlights of the event was a

speech delivered by Philippine Ambassador to Japan Domingo Siazon, who expressed appreciation for MCCOBA's efforts on behalf of the embassies of countries that have received donations under the scheme. Minister of State for

Management and Coordination Michihiko Kano also spoke at the event. A strong supporter of population and development activities and a member of the Japan Parliamentarians



Kazutoshi Kato

Federation for Population (JPFP), Kano previously handed over a donation of 150 reconditioned bicycles to the Planned Parenthood Association of Ghana (PPAG) during a JPFP study tour of African countries in 1991.

The bicycle donation scheme was

launched in 1988 through the collaboration of JOICFP and Toshima City. Originally aimed at supporting healthcare and community development promotion in communities where JOICFP's Integrated Project (IP) is being implemented, the scheme has been broadened in recent years to provide support to such agencies as UNFPA and IPPF.

Since its initiation, the scheme has continued to act as a catalyst to boost promotion of the IP at the community level. By providing community-based distributors (CBDs) and healthcare personnel with a convenient and non-fuel means of transport and communication, the bicycles have expanded promotion of integrated family planning (FP), maternal and child health, primary health care



Michihiko Kano

and environmental sanitation within communities which are often located far from health posts or FP clinics. The provision of bicycles has also served as an incentive for service providers since the ownership of a bicycle is considered a symbol of status in many rural communities in developing countries.

Since the establishment of MCCOBA in 1989, the bicycle donation scheme has continued to expand at a rapid pace, attracting a growing number of member cities and handling increasing shipments of bicycles abroad. As of March this year, a total of 7,025 fully reconditioned bicycles have been sent to 19 developing countries in Asia, Africa and Latin America.

At present, the 14 local governments belonging to MCCOBA represent a

Enfranchising Women

Population Action International chair puts women's rights first

resident population of 5.2 million. Unique as the first inter-city organization working in the field of international cooperation in collaboration with a non-governmental organization (NGO), MCCOBA has been able to utilize its close links with JOICFP to create awareness of the needs of community people in developing countries to gain support for the use of public funds to assist the donation activities. At the same time, the local governments have been able to answer growing demands among their citizens for involvement in international cooperation activities.

Feedback on Bicycles

Bicycles that are sent to IP areas under the scheme are coordinated and carefully monitored by JOICFP to ensure that they reach their destination and are utilized for the intended purpose. In addition, JOICFP provides feedback on the use of the bicycles and introduces aspects of life at the community level in the recipient countries. Through such communication, citizens of the MCCOBA member cities have gained confidence in supporting such activities.

With the new awareness of needs of developing countries, local governments have also been encouraged to broaden the scope of their donation activities to include such items as sewing machines, medical equipment and stationery items. This year, Toshima city plans to donate 20,000 notebooks to IP areas to be used for literacy classes and record keeping. The space between bicycles within the shipping containers will be utilized to pack the notebooks as with previous donations of paper and pencils.

Financial Support

This year saw a dramatic increase in financial support to cover the shipment of bicycles overseas. For the 1993 fiscal year (April 1, 1993 - March 31, 1994), the Japan Bicycle Promotion Institute has pledged ¥20 million (US\$182,000 at an exchange rate of ¥110 to US\$1) for the shipping costs. This is in addition to the ¥14 million (US\$127,000) pledged by the MCCOBA member cities themselves towards the costs.

As the pace of the donation activities gathers steam, MCCOBA has outlined some ambitious plans to gear up assistance in the future. The dispatch of experts and exchange of technical know-how are among the activities included in MCCOBA's future aims. [J]

Robin Chandler Duke, national chair, Population Action International, spoke with JOICFP NEWS on April 16 about family planning (FP), women's rights and abortion. Below is an outline of her interview.

Population Action International has focused a great deal on what we think are the rights of women. Women have got to be enfranchised. They have got to be able to control their lives and contraception is directly linked to that.

We are very concerned that demands for FP be met — and the demands are out there by women who want to have control over the size of their families. We have also felt over time that the explosion of population has set up certain areas of the world for political unrest, hunger and a lack of jobs, education and housing.

Safe & Legal Abortion

As for abortion, it should be legal and safe. It is so unfortunate that it has become politicized and that this has made an awful inroad into the normal services of FP and set up very grave problems for funding in the U.S. But I think we are past that now with the Clinton administration. President and Mrs. Clinton take a very intelligent view about it and that is that abortion should be an individual decision between a woman and her doctor, that it should not be in the political arena and that it is not something that anybody is delighted or happy about — nobody is "pro-abortion."

We have seen from recorded history that women have been trying to terminate pregnancies they did not wish. I think we ought to be courageous enough to just stand up to the issue and say: if your religion or your personal persuasion does

not permit, by all means do not have an abortion. But let us make it legal and safe, put it to one side and let us provide contraception, FP counseling and sex education, so that in fact we will not have so many abortions.

However, the same people who are against abortion are against contraception. We are talking about a very bizarre, extreme element, but it does not take much to start a revolution. It just takes a few zealots and we are dealing with zealots. We are dealing with people who are fanatic and they are fanatic in a way that in my country, which is just shocking, they don't just



Robin Chandler Duke

demonstrate, but they burn down abortion clinics and have even shot a doctor and killed him. They have done themselves irreparable harm.

I think we will see a change in attitude in America with the new political climate and with no protection from the White House. We have already seen the Mexico City Policy overturned, and although all these things have to go through the process of Congress, we have seen a will to give a common sense approach to these issues and that is really what is important. This will certainly have an impact on our policy in our foreign assistance because we will no longer put gag rules on clinics or doctors.

Margaret Sanger was around New York when I was a young woman and I'm aware that in my country she was put in jail several times for discussing contraception with girls. So I feel I have a pretty good perspective on how all this has evolved and I think we have come quite a long way. I don't think it is far enough but I feel very good about the new atmosphere in Washington. [J]

Taking Action for Children

UNICEF official outlines strategies for improving the situation of children

Karin Sham Poo, deputy executive director, Operations, UNICEF, spoke with JOICFP NEWS on March 25 about UNICEF activities. Below is an outline of her comments.

When UNICEF was established after WWII, it was mainly concerned with improving the situation of children in Europe and Asia. But very early on we realized that to improve the situation of children, we also had to look at the situation of women—not only mothers.

When we look at the problems of small children, we place much emphasis on the girl child, the adolescent girl and the woman, because the situations of all of these are closely linked together.

Over the years, we have tried to quantify the costs of improving the situation of children in developing countries. We believe that it would take US\$25 billion a year to cover the costs of healthcare, nutrition, water and

sanitation, family planning and basic education in these countries. To meet these costs we have developed a plan called "20/20 Vision." Under the plan, two-thirds of the costs will come from the developing countries themselves. This can be achieved if they restructure their domestic budgets so that at least 20% of the budget is allocated for human development and for needs such as basic healthcare and basic education. The other "20" in the 20/20 calls for industrialized countries to look at their own development aid budgets and to use at least 20% of them for human development.

In most countries today, improving the situation of children is not merely a question of providing food and medicine. It is very

much a matter of awareness-raising starting from the grassroots level right up to the political level. There has to be the political will to improve the situation, and at the same time, the people at the grassroots have to be aware and have to really demand change.

In all our programs we cooperate with governments, but we also work closely with a lot of non-governmental organizations (NGOs)—

both international and national. We believe that NGOs are very important because they have a "civil society" approach and in many countries are more aware of the situation at the grassroots level. Also, UNICEF has a limited budget and we have to use our resources in the most effective way. [1]



Karin Sham Poo

Mainichi – Population Pioneer in Japan



Shidzue Kato



Takeo Fukuda



Katsuhide Kitatani

The selection of the Population Problems Research Council of the Mainichi Shimbun as the recipient of the 1993 UN Population Award in the group category was celebrated at a reception held in Tokyo on April 20. Attended by 250 people including representatives of the mass media, academia, government and international organizations, the event highlighted the over 40 years of efforts made by the council to create awareness of family planning (FP) and population issues in Japan and abroad.

In a congratulatory speech to guests, Takeo Fukuda, president of JOICFP and former prime minister of Japan, commended the council for its pioneering

efforts to create awareness of population issues through such means as publications, surveys and forums in Japan. "There is today a shared awareness of the seriousness of these issues which go beyond national borders. But when the Population Problems Research Council was established in 1949, there was no such awareness."

Praising the council for its foresight in understanding the importance of population issues both domestically and internationally, Fukuda pointed out that the council was also pioneered as the first such research institution to be linked to the mass media.

Shidzue Kato, president, Family Planning Federation of Japan, and recipient of the 1988 UN Population Award, also

praised the initiative shown by the Mainichi Shimbun in setting up the council at a time when population issues were not considered seriously by the government. "In the early days of the FP movement in Japan, it was dangerous to speak about FP," she said. "Even the UN was not active in the population field when the Mainichi Shimbun established the council."

Katsuhide Kitatani, consultant, UNFPA, also spoke at the reception and conveyed congratulations from Dr. Nafis Sadik, executive director, UNFPA.

The award will be presented to the council by UN Secretary-general Boutros Boutros-Ghali in September. [1]

Focus on Central Asia

Conference in Iran to stimulate action on Central Asian Republics

Saad Raheem Sheikh, director, Asia and the Pacific Division, UNFPA, spoke with JOICFP NEWS on April 19 about the Regional Conference on Family Planning to be held in Tehran, Iran, in September.

The concept of TCDC or South-to-South cooperation is very important for UNFPA as we already have countries like China, Indonesia, Republic of Korea and Thailand sharing their family planning (FP) experiences with other developing countries of Asia and Africa. South Asian countries are also beginning to do this and we want to extend this to the Central Asian Republics and Kazakhstan (CARK) as well.

Contraceptive Mix

UNFPA was approached by the government of Iran to assist them in hosting a regional conference on FP to which the government wanted to invite the newly independent members of the CARK countries. It was felt that in these republics women had been previously exposed only to abortion and they did not know much about FP or the contraceptive mix available. We also felt that it was a very important conference because many requests were being received by UNFPA to assist the CARK countries in setting up their FP programs and to mobilize resources to provide women with a contraceptive mix for FP.

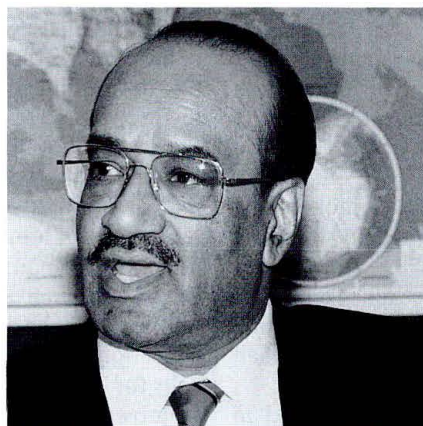
UNFPA proposed that in addition to the CARK countries, it would be helpful

if the Asian countries experienced in FP programs were also to participate. These countries are: China, India, Pakistan, Bangladesh, Indonesia, Sri Lanka, Malaysia and Thailand as well as Iran and Turkey. The CARK countries consist of Kazakhstan, Kyrgyzstan, Uzbekistan, Tajikistan, Turkmenistan, and Azerbaijan.

It was decided that participation of these countries would be based on two or three persons: a policy level person who is in charge of FP; a technical person who actually heads the FP program and knows fully about the contraceptives and the support activities such as management and IEC; and the head of a prominent or national non-governmental organization (NGO) involved in FP.

We have also asked other specialist UN agencies and some NGOs to take part: UNICEF, WHO, UNDP, IPPF and Family Health International. These organizations will participate fully and also provide resource persons to deliver papers or to participate in the workshop group sessions and display/distribute appropriate IEC materials.

The regional conference will open in



Saad Raheem Sheikh

Tehran on September 11, 1993 and close on September 15. On the first day, a ministerial rank person will open the conference and Dr. Nafis Sadik, executive director, UNFPA, will deliver a keynote address. After the opening speeches, there will be a presentation of the Iran program and on the second and third

days, there will be a mix of plenary and group sessions where a number of important papers will be read by participating organizations.

The last two days will be set aside for direct bilateral talks between the CARK and the experienced countries. We would like to use these days to enable the coun-

tries themselves to negotiate with the experienced countries as to what they could do in terms of training of personnel and, in some cases, provision of contraceptive services, or other assistance that may be needed.

Direct Contacts

The reason we are doing this is that we do not want the UN agencies or UNFPA to be part of a triangle through which all requests have to be channeled. We would encourage the countries to talk to each other and exchange addresses of their ministries/departments/institutions and the names of personnel to write to so that in future they have direct contact.

The most important reason for this is that we in UNFPA are trying to mobilize resources by which we can have an effective program in the CARK countries. Resources these days are difficult to come by, so we want to utilize this conference to arrange these bilateral contacts and secure services at a much lesser cost. In some ways this can be regarded as South-to-South cooperation because the participants will be cooperating with each other without the involvement of major donors or even UN agencies.

This does not mean that our role is passive — we keep working very hard to mobilize additional resources for the CARK countries and based on these efforts we will have a dynamic program of our own.

Words on Women

During his stay in Japan, Raheem Sheikh gave a lecture to 90 members of the Kanagawa Consumers' Cooperative at the co-op's main office on April 21. Providing an overview of the population situation in Asia and the Pacific and a brief outline of UNFPA activities, Sheikh emphasized that much remains to be done in the area of population and development.

Focusing on issues related to women, Sheikh drew attention to gender gaps in status, education, training and pay found even among the industrialized countries of the region. "We have seen, time and again, that the cost of ignoring women in development is to retard development itself," he said. "If development is to succeed, making investments in women will have to become a development priority."

Organized by the co-op's International Exchange Group, the lecture provoked a positive response from the audience members who were impressed with the activities of UNFPA. One of the largest consumers' cooperatives in Japan, the Kanagawa Co-op currently has a membership of almost 1 million and recorded total sales of ¥145 billion (US\$1.318 billion) in 1992. Following the lecture, several co-op members expressed a desire to have the cooperative actively support the activities of UNFPA. The co-op already provides significant support to the activities of UNICEF among other agencies.

Population a Priority for Kenya

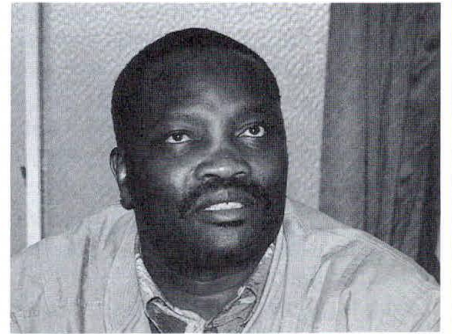
Concept of smaller families well accepted by people and supported by government



S. E. A. Bullut



K. Chepsiror



F. L. Abuje

F. L. Abuje, permanent secretary, Ministry of Home Affairs and National Heritage, Kenya, spoke with JOICFP NEWS about family planning (FP) in Kenya on April 9. He was accompanied by S. E. A. Bullut, director, National Council for Population and Development (NCPD), and K. Chepsiror, assistant director, NCPD.

The NCPD was formed in 1982 as the coordinating board for population and comes under Ministry of Home Affairs. In 1984, the National Leaders' Conference on Population was held. This set guidelines for NCPD on population issues.

Smaller Families

One of the reasons why there has been some progress with our FP program is that the population policy is widely accepted in the sense that there is goodwill from the political leadership down to the grassroots. People understand and appreciate the need for smaller families and that is the main basis for our success.

The NCPD does not implement activities but works with a number of implementing ministries. The Ministry of Health handles the technical part of implementation. It issues contraceptives through clinics and provides provisional services. The Ministry of Information assists in IEC and the Ministry of Labor works with the NCPD to reach workers in industry. We also work together with the Ministry of Social Services, especially two departments — the Women's Bureau and Adult Education — to reach women's groups and to include FP into adult education.

Through the Ministry of Agriculture, we incorporate FP programs into the

work of the agricultural extension workers. We also collaborate with the Office of the President which runs the administrative structure of the country. At the grassroots level, we work with local chiefs so that when they hold meetings with the people, they also cover FP issues. Finally, we work with cooperatives and the Ministry of Education. Family life education (FLE) is incorporated into the school syllabus.

We cooperate with 15 non-governmental organizations (NGOs) including Christian and Muslim organizations, women's organizations, and the National Union of Teachers. Through the scout movement, for example, seminars are organized for youths where lectures are provided on FLE. Currently, the NCPD has activities taking place in 14 out of 46 districts in the country. These 14 districts

were given priority because they are the densely populated. However, we have NGOs carrying out activities in the more sparsely populated districts where there are no NCPD offices.

Prior to coming to Japan we were in Indonesia where we were introduced to the activities of BKKBN (National FP Coordinating Board). We learned quite a lot from BKKBN, particularly with regard to operations at the village level. We were also very impressed with the health station system called Posyandu.

Overall, the most important aspects of the Indonesian FP program that we learned were the way that information is transmitted to the people and the way that the people have taken FP very seriously. The key to the success of the FP program is the volunteer system. [3]

JOICFP MATERNAL AND CHILD HEALTH SERIES

DOCUMENTARY NEW FILM

SONG OF TOMORROW AT KILIMANJARO

32min/color, English



The maternal & child health movement began in Masama on the slopes of Kilimanjaro, Tanzania, involving the whole village joined by midwives, girl volunteers and the religious group.

ANIMATION FILM

RINA'S DREAM

20min/color, English

FOR HAPPY FAMILY

FOR YOUR BELOVED BABY

25min/color English, Thai, Japanese

COMING INTO THIS WORLD

25min/color English, Thai, Japanese

GOLDEN YEARS OF HAPPINESS

23min/color English, Thai, Japanese

GOOD KASEM AND CLEVER MANEE

15min/color English, Thai, Spanish

16mm-VTR (beta, VHS NTSC, PAL, SECAM)

Distributed by
Sakura Motion Picture Co., Ltd.
YOYOGI CENTER BLDG. 5F-1, YOYOGI 1-CHOME,
SHIBUYA-KU, TOKYO 151, JAPAN
TEL. 81-3-3320-6311/FAX. 81-3-3320-7666
TELEX. J34799 ITCINBTH

Experiences to Share

Kunii foresees China as a center for South-to-South cooperation

The significant expansion of coverage of the Integrated Project (IP) in China was highlighted by JOICFP Chairman Chojiro Kunii in a lecture given at a meeting of the Population Problems Research Council of the Mainichi Shimbun on May 11. The community-based project, launched in China in 1984, has won overwhelming approval by both the people at the grassroots and the authorities by meeting the demands of the community for better health and an improved way of life, he said.

UN Population Award

The meeting attended by Kunii was one of the regular events held by the Population Problems Research Council to draw attention to population issues. The council, an institution geared to creating awareness of population within Japan, was honored this year with the UN Population Award for its more than 40 years of efforts in the population field.

Noting that the project coverage was

expanded this year by 10 provinces to cover 18 project areas in a total of 16 of the 30 provinces of mainland China, Kunii said that the IP in China could serve as a model for other countries to follow.

Through the implementation of the project, China has compiled extremely practical experiences, strategies and know-how for the promotion of family planning (FP) integrated with other healthcare and community development components, he said. These experiences can be readily shared with other developing countries on a South-to-South cooperation basis, Kunii said.

To enhance the exchange of Chinese IP experiences, he said that he envisages the establishment of a center for South-to-South cooperation in China in the future.

This year marks the 10th anniversary

since the initiation of IP activities in China. An event to celebrate this milestone will be held in Beijing, China, on June 12. To show his appreciation for the efforts of the people involved in the IP in China, Kunii will be attending the celebration.

Commenting on the progress made in

IP areas in China, Kunii emphasized that JOICFP's contribution to the project has been limited. "JOICFP's input has been small in scale," he said. "The real achievements have been made as a result of the endeavors of the people in China to expand, innovate and

tailor the IP to meet the needs at the grassroots."

Kunii said he is most impressed with the genuine commitment shown in China to improve the situation at the community level and with the enthusiasm shown by the people to improve their lives. He said he hoped that JOICFP could continue to work as a catalyst to further stimulate progress in the IP areas in China. [7]



Chojiro Kunii

A Better Image for Condoms

Japan's major condom maker recently took a unique approach to AIDS prevention by launching a campaign aimed at overcoming the embarrassment surrounding the purchase and use of condoms and enhancing the image of condoms as a fashionable item. To reach young adult target audiences and promote its campaign, Okamoto Industries, Inc., used a popular movie and television actress, Rikako Murakami. Primarily aimed at raising the image of condoms as a means to prevent AIDS, the campaign also promotes Okamoto's "Skinless Skin" brand of condoms.

The campaign was launched by Okamoto on May 7 in response to what the company sees as a negative image for condoms. According to an Okamoto spokesman, condoms tend to conjure up the image of sex in people's minds which

Photo courtesy of Okamoto



Teen idol Rikako endorses condoms.

is often a taboo subject in homes and in public in Japan. One of its aims in creating a campaign to enhance the image of condoms was to make it clear that the promotion of the use of condoms was not the same as the promotion of sex.

Ideally, Okamoto would like to encourage discussion of sex and AIDS within the home, the company spokesman said. At present, sex education is left up to schools which is not always satisfactory, he said.

The company decided on the slogan,

"It's more trendy to be carrying condoms. When using condoms, start with Okamoto's Skinless Skin" to appeal to the target age group of 19- to 23-year-olds. Rikako, extremely popular on screen and stage as an entertainer and actress, is the first "image character" to be used by a condom manufacturer to promote condoms.

Railway Station Ads

Bold black-and-white photos of the actress wearing denim and looking directly into the camera were used extensively in the campaign to capture the attention of young people. Large feature posters were placed at 23 railway stations in Tokyo, 30 stations in Nagoya and 10 subway stations in Osaka during the first half of May. Ads were placed in trains in the middle of the campaign to heighten the impact.

The print media was also used for the campaign with ads placed in four popular magazines for male audiences and three magazines for female audiences. Meanwhile, small posters and stickers were also distributed to 6,000 pharmacies throughout Japan. [7]

China's "Path of Hope"

The promotion of family planning (FP) integrated with other healthcare and community development activities in Jilin Province of China has brought remarkable changes to the way of life at the grassroots, according to an article published on January 8 in "China Population," a major newspaper with a circulation of more than 400,000. Written by Gu Changchun, deputy secretary, Provincial Committee, Communist Party of China, the article notes the success in FP promotion that has occurred in the province since FP activities were promoted under a new integrated approach to appeal to the interests of the community people for improved health and better lifestyles.

Highlighting the concept of "humanistic FP" described by JOICFP Chairman Chojiro Kunii in his book "Humanistic FP Approaches," the article calls attention to the importance of integrating health and welfare activities with FP to gain community support and participation in FP activities. The writer devotes a large part of his article outlining

the benefits of the integrated FP approach as promoted by Kunii. In particular, he states that Kunii concluded after many years of research that FP, especially in a rural context, has to be connected with something that brings happiness to the people for it to be fully accepted.

The new FP approach in Jilin Province, dubbed "Tripartite Integration," integrates components to improve the quality of life, production (economic situation) and population (fertility). Less fertility control-oriented than the previous FP promotion system, the new approach emphasizes the importance of improving the standard of living at the grassroots to stimulate voluntary acceptance of FP.

According to the article, the change in approach was made following a Central Committee Meeting of the Communist Party in March 1990 which reviewed coercive tactics that had been employed by some local governments to attain demographic goals. Urged to adopt an approach more in tune with the needs of the people, the authorities of Jilin Province launched the first Tripartite Integration



Market vendors in Jilin Province.

activities in Shuangliao County, Siping District, which has a population of 372,264. As a result, FP promoters gained the trust of the people, per-capita income increased, women's status was raised and FP acceptance increased. The key to the success of the new approach lies in the integration of FP promotion with household management education, according to the writer.

The article noted that Peng Peiyun, Minister, State Family Planning Commission, praised the integrated approach in Jilin Province. In comments made in July 1992, the minister called the approach the "path of hope." J

Revolution at the Village Level

In September last year, Bernard Aluvihare, consultant, Presidential Commission on Finance and Banking, Sri Lanka, and former assistant secretary-general, IPPF, visited Jiangchuan County, Yunnan Province, China, where the Integrated Project (IP) is being implemented. As a representative of IPPF, Aluvihare became familiar with family planning (FP) programs in China as early as the 1970s. He became involved with the IP in China through IPPF which has continued supporting the project since its initiation in 1984. Aluvihare conveyed his impressions of the project in a letter sent to JOICFP Chairman Chojiro Kunii on March 22. Below is an outline of his comments.



Bernard Aluvihare

The IP in Jiangchuan County, which was started in 1990, appears to have made remarkable progress in just three years. The population growth rate in the county had declined from 1.69% to 0.64% by June 1992, a time horizon of only 30 months. During the same period, the contraceptive

prevalence rate had increased from 61.22% to 85.51%, while the infant mortality rate declined from 60.46 to 46.32 per 1,000 live births.

What is behind the statistics is that social attitudes appear to have changed in a short space of time. Child health, standards of personal hygiene and a preference for smaller families have become increasingly important concerns of the people. It is not easy to change long-established beliefs and ways of living that influence family size, the health of children and mothers and sanitation and personal hygiene. In the case of Jiangchuan County, it would appear that the IP has accelerated the process of attitudinal change.

The key to changing long-standing beliefs lies in finding a readily acceptable "trigger" or "entry point" that arouses the awareness of people to such an extent that they begin to re-examine beliefs that they have held for a long time. In the IP, parasite control (PC) is such a trigger. With the confidence of the people established through the visible benefits of PC, FP was presented with greater acceptability, particularly

as good rapport had already been established between the community and the field workers. The delivery of FP services was thus made easier. Maternal and child health (MCH) components of the project fit in well with the total integrated approach and indeed, form the link between PC and FP.

In my discussions with project personnel and with some of the residents of Zhang Wu Ying village in Qian Wei Township, I could see that the people were filled with a desire to improve the overall quality of life. They were concerned with increasing material benefits, but also with changing social attitudes that promote better family living and better community life. This is a revolution in terms of village life.

Overall, there are two important features of the IP that struck me. First, the IP relies a great deal on "social mobilization." People participate actively in taking decisions that influence their lives. All members of the community participate directly or through community organizations such as family planning associations, mothers' clubs, or youth organizations. Secondly, The external personnel are facilitators or those who provide technical inputs. They do not usurp the decision-making role of the community.

The people are thus not "objects" of assistance who merely receive what is given as in a top-down approach. They are indeed the persons who make the decisions that affect the community.

Voice of Voices

By Chojiro Kunii

MCCOBA on the Move

The Toshima City Office in Tokyo began cooperating with JOICFP in 1988 to donate reconditioned bicycles to support the activities of the Integrated Project (IP) in developing countries. Primarily aimed at providing personnel promoting preventive health and family planning (FP) with a means of transport, the scheme has been in operation for six years and is still gathering steam. To date, over 7,000 bicycles have been sent abroad to 19 countries in Africa, Latin America and Asia. Welcomed as a convenient transport means by midwives, public health nurses and other healthcare personnel, the bicycles have provided vital assistance in times of medical emergencies such as in the case of deliveries and injuries.

Over the years, JOICFP has received a great deal of letters of appreciation from local governments and villagers from communities where the bicycles are being used. In addition, the ambassadors in Japan of those countries receiving donations have been visiting MCCOBA (the Municipal Coordinating Committee for Overseas Bicycle Assistance) and other municipal governments cooperating in this scheme to express their words of thanks.

Project Takes Off

The bicycle donation project began with Toshima City, but quickly spread to take in Setagaya, Ota, Bunkyo, Omiya and Kawaguchi cities. Eight more municipal governments — Nerima, Arakawa, Itabashi, Tama, Musashino, Tokorozawa, Ageo and Shizuoka cities — expanded this group to 15 members (including JOICFP) as of this April.

The bicycle donation project involves a number of stages. First, usable bicycles are selected from among unclaimed bicycles collected by the cities. They are then sent to centers to be reconditioned to almost new condition and stored for shipment. In Toshima City, for example, the reconditioning is carried out by retired mechanics working as volunteers before the bicycles are shipped from Yokohama port.

The cost of shipment has represented the biggest hurdle to the project, but we have received a lot of assistance in this field this year thanks to the goodwill of many people. With the consent of municipal councils, part of the cost for spare parts and shipping charges has been borne by public funds. Financial support for shipment has also come from sources such as the Japan Bicycle Promotion Institute, Sasakawa Peace Foundation and the Ministry of Foreign Affairs.

The First General Meeting of MCCOBA was held on April 27. Attended by representatives of all MCCOBA member cities, the meeting highlighted the support that has been received and the progress that has been made in just a few years. [9]

ANNOUNCEMENT

13th American Conference on the Integrated Project (CAPRI XIII)

MEXFAM (Mexican Foundation for Family Planning) and JOICFP are organizing a regional workshop for Latin America and the Caribbean region.

Theme: Self-reliance and institutional strengthening

Date: August 30 - September 1, 1993

Venue: San Cristobal de las Casas, Chiapas, Mexico

Sponsors: UNFPA, IPPF

Participants: Representatives from Bolivia, Brazil, Colombia, Dominican Republic, Ecuador, Guatemala, Mexico, Paraguay, Peru, UNFPA, IPPF, UNICEF and PAHO

Note: Self-funded observers are welcome to attend the workshop. For further details, please contact MEXFAM/JOICFP.

DIARY

JOICFP program officers Aiko Iijima and Sumie Ishii were in Nepal from Mar. 23 - April 5 to finalize the proposal for the "Sustainable Community-based FP/MCH Project with Special Focus on Women" implemented by the Family Planning Association of Nepal. Ishii also exchanged information with officials of UNFPA and the Thai Ministry of Public Health while in Thailand from April 5 - 6.

Katsuhide Kitatani, consultant, UNFPA, visited JOICFP on April 5 to exchange information.

Anwarul Karim Chowdhury, then the director, UNICEF Offices for Japan, Australia and New Zealand visited JOICFP on April 6 to exchange information.

Where Have All the Children Gone?

The percentage of children 14 years and under in the Japanese population has fallen to an all-time low of just below 17%, according to figures recently released by the Management and Coordination Agency.

The report stated that children aged 14 and under numbered 21.1 million as of April 1, down 530,000 from 1992.

In terms of percentage, children aged 14 years and under make up 16.9% of the population to mark a decrease of 0.5% over 1992, the report showed.

This year represents the second consecutive year that the postwar ratio of children in the population has hit a record low, according to the report.

Of the children, 10.82 million are boys and 10.28 million are girls to set a ratio of 105 boys for every 100 girls, the survey showed.

The ratio of children in Japan's population is almost as low as that of Germany, which has a ratio of 16%, and Italy at 16.3%.

Five participants from five countries taking part in JICA's Specialized Nursing Course attended a one-day seminar on FP at JOICFP on April 21.

F. L. Abuje, permanent secretary, Ministry of Home Affairs and National Heritage, Kenya, visited JOICFP on April 9 to exchange information. He was accompanied by S. E. A. Bullut, director, and K. Chepsiror, assistant director, National Council for Population and Development, Kenya.

Wang Guoqiang, deputy director, Department of General Affairs, State Family Planning Commission of China, Yan Jiande, general manager, China Population Information Service, and four other members of a Chinese mission visited JOICFP on April 13 to exchange information.

Robin Chandler Duke, national chair, Population Action International, visited JOICFP on April 16 to exchange information.

Dr. Elise K. Tipton, lecturer in Japanese studies, School of Asian Studies, University of Sydney, Australia, visited JOICFP on April 20 to gather information.

Don Hinrichsen, UN consultant, population, environment and development, visited JOICFP on April 21 to exchange information.

Saad Raheem Sheikh, director, Asia and the Pacific Division, UNFPA, visited JOICFP to exchange information and gave a lecture to Co-op Kanagawa while in Japan from April 17 - 22.

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JOICFP NEWS welcomes your comments, suggestions and contributions. Please mail to:

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