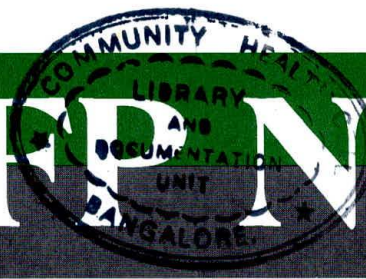
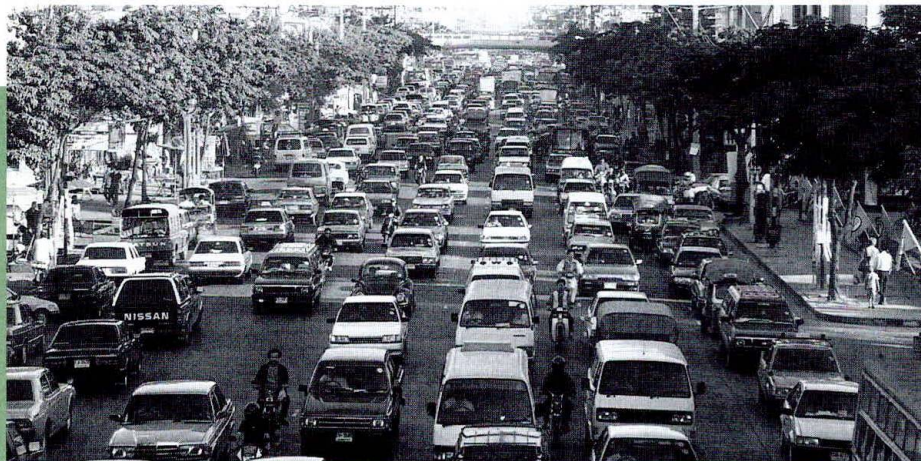


JOICFP NEWS



Japan Boosts Population & AIDS Funding



Japan's pledge demonstrates its determination to take a leading role in tackling population issues.

Japan pledges US\$3 billion to address population & HIV/AIDS issues in developing countries

Japan showed its determination to take a leading role in tackling global population issues on February 11 by pledging US\$3 billion over a period of seven years (1994 - 2000) to expand its official development assistance (ODA) to assist developing countries address population problems and the HIV/AIDS pandemic. Announced at the conclusion of the Japan-U.S. summit in Washington D.C., the pledge was part of the joint initiative on population and HIV/AIDS agreed on at the summit. The two countries will also expand collaborative research and related personnel exchanges under the agreement.

The announcement was welcomed by representatives of non-governmental organizations (NGOs) in Japan who expressed their hope that the two governments will target NGOs to effectively utilize the funds to reach people living at the grassroots. Noting the proximity of NGOs to community people, the representatives commented that NGOs are better placed to meet the needs of the people. They added that investments in NGO activities are ultimately more practical and cost-effective

than major institutional investments in such projects as large hospitals and infrastructure.

Under the "U.S.-Japan Initiative on Population and HIV/AIDS - Common Agenda for Cooperation in Global Perspective," the U.S. government also expects its contribution to population and HIV/AIDS-related programs to continue at a high level, totaling approximately US\$9 billion over the 1994 - 2000 period. Both governments also urged other nations and donor organizations to expand their efforts in this field as well.

In developing countries where population growth and HIV/AIDS is seriously affecting development, Japan and the U.S. agreed to strengthen financial and technical support. The promotion of family planning (FP), basic health and medical care related to maternal and child health, primary education and improvement in the status of women will be included in this comprehensive approach.

Japan and the U.S. also agreed to increase the funding of bilateral population programs in developing countries, including the construction of facilities, provision of equipment and contraceptive procurement, and will cooperate to improve the capabilities of multilateral agencies involved in population including UNFPA and IPPF.

Meanwhile, the two countries agreed to coordinate their bilateral assistance activities on population in priority countries throughout the developing world. In population work, Japan and the U.S. agreed to operate in mutually strengthening technical capabilities through staff and information exchanges and support of NGOs actively involved in population efforts in developing countries. Both governments also agreed to cooperate closely to make the September International Conference on Population and Development in Cairo a success. The governments reiterated a common goal to make FP services and information "universally available," as agreed on at the 1984 Mexico City Conference.

In addressing the HIV/AIDS pandemic, the two governments agreed to continue to enhance their support of multilateral efforts such as the WHO Global Program on AIDS. Japan and the U.S. also agreed to seek opportunities for mutual cooperation in their bilateral assistance programs on HIV/AIDS prevention and control, including commodity procurement and support to NGOs. Coordinated efforts will include focused action in priority countries.

The governments of Japan and the U.S. will also expand collaboration on HIV/AIDS research, training and the exchange of research scientists and health officials, including cooperation through the U.S.-Japan Cooperative Medical Sciences Program. The 10th International Conference on AIDS, to be held in Yokohama in August 1994, was noted as a unique opportunity for collaboration in assuring a successful global HIV/AIDS effort.

** Photo courtesy of Ministry of Foreign Affairs*



Japanese Prime Minister Morihiro Hosokawa

CFPA Faces Challenge of Self-reliance



The team listens to an explanation of activities at the Hyogo Health Service Association.

The concept of program self-reliance is taking on greater meaning for the China Family Planning Association (CFPA) as it seeks ways to raise the quality of services and promote program sustainability. With these goals in mind, a six-member CFPA delegation led by Standing Vice President Chang Chongxuan spent 10 days in Japan from March 2 - 11 to learn about the Japanese experience. In particular, the team was interested in the strategies employed by private Japanese healthcare organizations, which have been extremely successful in raising service quality and achieving self-reliance.

Established in May 1980, the CFPA is a member of IPPF and is guided by the policies of the Chinese government. With over 915,000 member associations nationwide, CFPA has a membership of 57 million people (as of June 1993). The association is involved in a variety of activities including service provision, IEC, training, experience sharing and international exchange. In 1992, 2.7 million training courses were held at member associations.

CFPA recently launched a new program titled "Integrated Women's Income-generation, Maternal and Child Health (MCH) and FP Project." Supported with IPPF and local government funding, the project is aimed at teaching women agricultural skills and technology and use of income, while providing MCH services, and seeks to encourage voluntary acceptance of FP. About 7.8 million young women have been participating in this project. As part of its efforts to raise FP acceptance, CFPA has also established insurance schemes for one-child couples to

alleviate fears of a lack of financial support in old age.

The integrated approach being pursued by CFPA has many similarities to the Integrated Project (IP), which has been implemented in China under the joint collaboration of the State Family Planning Commission (SFPC), CFPA and JOICFP with the support of IPPF. By integrating FP with other healthcare and community development activities, both approaches aim to make FP more attractive and enhance voluntary acceptance. Prior to the initiation of the IP, China had been promoting FP services on their own, an approach that had met with some resistance from the people.

Promoting income-generating activities has proved to be one of the more attractive and successful approaches to winning FP acceptance. Under its integrated approach, CFPA is providing loans to community people to start enterprises such as animal husbandry. The association has found that once couples learn entrepreneurial skills and improve their economic situation, they are less likely to want large families and are more accepting of FP.

As the number of couples voluntarily accepting FP increases, one of the major challenges facing CFPA will be to ensure that services are always available when required and that the services are of high quality.



The visitors observe nutrition education volunteers in Yokawa Town.

Insights into Raising Service Quality

The 10-day visit to Japan provided the Chinese study team with insights into ways to pursue self-reliance in programs integrating FP with other healthcare-related activities. While in Japan, the team spent time in Tokyo and Hyogo Prefecture. In Tokyo, it visited self-reliant preventive healthcare organizations belonging to the Hoken Kaikan Group. The group, which comprises 10 organizations including JOICFP, grew out of the preventive health activities including parasite control, FP and MCH started in the early postwar years by a handful of pioneers with the aim of improving the quality of life for community people.

In Tokyo, the team spoke with staff and observed activities of the Tokyo Health Service Association, which provides such services as health checkups on a mass scale for local governments and businesses. The Chinese team also visited the Japan Family Planning Association (JFPA), which maintains self-reliance through the provision of counseling and educational services and the production of IEC materials related to sex education, adolescent health and FP/MCH.

In Hyogo, meanwhile, the Chinese visitors were introduced to the activities of the Hyogo Health Service Association and visited the Consumers' Cooperative Kobe. The team also paid a visit to Yokawa Town to observe the FP/MCH services being provided by the local government in collaboration with local

community volunteers. The trip to Yokawa also provided the team with an opportunity to view some of the local government's IEC activities.

The insights into Japanese strategies for self-reliance were particularly well-received by the Chinese visitors who aim to apply their new knowledge in China to improve services and enhance project sustainability.

Focusing on Population, Environment & Poverty

The issues of population, environment and poverty alleviation were high on the agenda of a symposium organized by the Ministry of Posts and Telecommunications and the Japan Broadcasting Corporation (NHK) in Tokyo on March 11. Attended by 700 people, the symposium was aimed at creating awareness of population and related issues among the Japanese public. The event was scheduled to be broadcast on the *Saturday Forum* program featured on the educational channel of NHK on April 9 from 9:45 p.m. - 11:00 p.m. To convey the rapid speed of world population growth, the "Population Clock III" produced by UNFPA was featured on a screen at the venue and clearly showed the increase in world population that took place during the event.

Under the theme of "Save Our Full Spaceship Earth," the organizers highlighted the role of humankind in the destruction of the environment. In an outline of estimated population growth provided to the audience at the symposium, the organizers noted that the world's



Alvin Toffler

population is expected to grow from 8.5 billion in 2025 to hit 10 billion in 2050.

Another feature of world population highlighted at the symposium was the difference in population characteristics between the developed world, where nations are experiencing lower numbers of children and higher proportions of elderly, and the developing nations where birthrates are explosive. Noting that issues such as international migration, lack of food, depletion of natural resources and environmental destruction are all linked to population growth, the symposium called on people to consider what appropriate action should be taken to ensure quality of life for the next generation.

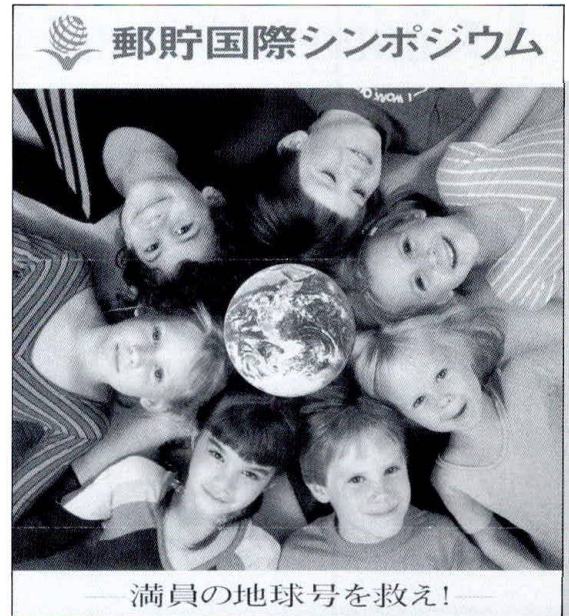
Keynote speaker at the symposium was Alvin Toffler, world-famous sociologist and author of such popular books as *Future Shock*, *Power Shift* and *The Third Wave*. Providing an outline of his view of history, Toffler said that humankind faced its first revolution 10,000

years ago during the agricultural revolution and its second 300 years ago during the industrial revolution. Today, he said, humankind is confronted by the "third wave" as it faces the age of "informationalization." In the face of these dramatic changes, humankind needs to call on its wisdom to prepare properly for the future.

Toffler went on to comment that coercive population programs were not the right solution to population problems. Noting that such programs conflict with human rights issues, Toffler called for better solutions based on the wisdom of humankind.

Another speaker at the event was Joseph Van Arendonk, deputy executive director, UNFPA, who provided an overview of population trends in the 21st century and stressed that population issues remain a priority for humankind. Providing insights into solutions for population problems, Van Arendonk emphasized the effectiveness of investing in women, particularly by answering their needs in health and education. He also highlighted environmental issues as deserving attention, noting that problems related to the environment have now become global issues.

The UNFPA official also reminded the audience of the upcoming UN International Conference on Population and Development



The poster for the symposium.

(ICPD), to be held in Cairo, Egypt, in September, and called on the Japanese government to demonstrate initiative at the conference and show leadership in action on world population.

Meanwhile, the effectiveness of the non-governmental organization in reaching the grassroots was highlighted by Professor Akihiko Yoshida, Sanno Junior College, Japan, who served as another speaker at the event. While official development assistance (ODA) is extremely important, the role of NGOs should not be overlooked, he said.

To highlight the population issues of people living in developing countries, clips from NHK's video library were shown on screens that served as a backdrop to the symposium.

UN Population Awards

President Mohamed Hosni Mubarak of Egypt and the Family Health and Planning Foundation of Turkey have been chosen to share the 1994 UN Population Award, according to a UN announcement on February 24.

President Mubarak was chosen for his national and international leadership in population issues. Since becoming president in 1981, Mubarak has introduced family planning (FP) and population issues into the country's five-year plans and has stressed the need to stabilize population growth during his two terms as the president of the Organization of African Unity.

Meanwhile, the Family Health and Planning Foundation of Turkey was selected for its successes in raising the quality of FP services. The foundation has been addressing the country's population issues through education and publicity activities and has developed its own contraceptive distribution service, linking FP to a broader range of services.

Gaining a Clearer Picture of Youth Behavior

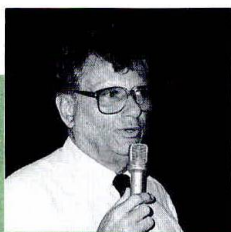


Workshop participants discuss issues.

The results of the first national survey of adolescent behavior in the Dominican Republic fueled active discussion among participants of the Seminar/Workshop on the Behavior of Young People in the Dominican Republic, held in Santo Domingo on February 17 and 18. The product of a three-year project, the survey results provided a range of insights into sexual behavior among youth.

The survey, conducted from 1992 by Profamilia (Family Planning Association of the Dominican Republic) and Centers for Disease

Control and Prevention (CDC), highlighted the early start of sexual activity, a high proportion of unwanted pregnancies and the incidence of sexually transmitted disease. In discussions of the



Leo Morris

results, it was noted that similar issues affect young people throughout Latin America and the Caribbean and that adolescent health education is now a priority issue in many regions.

Part of JOICFP's regional activities in Latin America, the seminar was organized by Profamilia, the Mexican Family Planning Foundation (MEXFAM), CDC and JOICFP. It was attended by over 200 people including government officials and representatives of international organizations, youth groups and non-governmental organizations (NGOs).

Among the key resource persons at the event were Dr. Leo Morris, chief, Behavioral Epidemiology and Demographic Research Branch, CDC, and Dr. Joan Herold, associate professor of demography, Center for International Health, School of Public Health, Emory University, U.S.

In IPPF statistics presented at the seminar, participants were told that 5 - 10% of all girls 15 - 19 years old become pregnant, and that there are now over 500 million young people in this age group in the world. If the same percentage of young women get pregnant, the number of pregnancies,

and probably abortions, will increase dramatically, it was explained. Participants were urged to take a more realistic approach to adolescent health issues that begins with a recognition that young people are already sexually active.

The second day of the seminar was used to present Mexico's experiences in the adolescent health field. Among those shared was the joint production of animated, educational adolescent health films by MEXFAM and JOICFP. Background on the films, *Blue Pigeon*, *Music for Two* and *Best Wishes*, was presented by Gabriela Rodríguez Ramírez, director of communication, MEXFAM.

Insights into how the Mexican experience can be effectively utilized by other countries were provided by Dr. Michael Dalmat, Division of Reproductive Health, CDC, who suggested ways to strengthen MEXFAM's activities. Using findings from his recent qualitative evaluation of the foundation's activities, Dalmat focused on the ways to improve on the production and use of IEC materials in Mexico to make them more applicable to other countries.

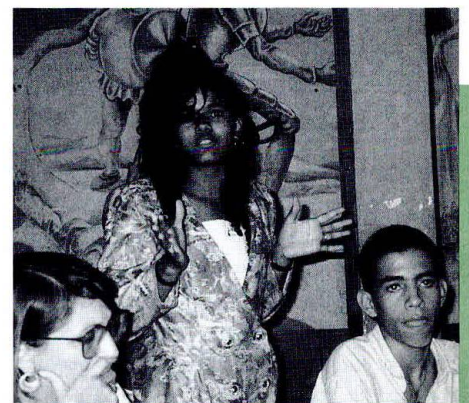
The two days of the seminar/workshop were well covered by local media, which featured comments by Magaly Caram de Alvarez, executive director, Profamilia, who urged the government to establish a formal system for adolescent health education. Following the seminar, Profamilia received word that the survey had been well received by politicians who would be considering its use to guide policy formulation.

Using Peers to Educate Adolescents

A JOICFP mission gained firsthand insights into the innovative adolescent health activities promoted by Profamilia in communities during a one-day observation in Santo Domingo on February 19. In the education session observed by the team, young councilors were trained to educate their peers of 16 - 18 years old about issues such as sexual behavior and family planning (FP). For the visitors, one of the striking aspects of the activities was the open and participatory atmosphere of the training session in which young people were encouraged to frankly exchange information on sexual matters.

As a dynamic NGO working at the grassroots level, Profamilia has taken the initiative to launch the peer counseling system in the face of a lack of formal sex education for young people. Under the scheme, youth leaders are selected from their communities and trained with a variety of techniques including role playing to serve as a source of information and support for their peers. Once they return to their communities, the youths organize activities at such venues as community centers to enable the sharing of correct information on issues that may be considered too sensitive to be covered in the public school curricula.

During the training session, the JOICFP team was particularly impressed with the way that the teens recognized the seriousness of the issues being presented and understood the genuine need for adolescent health education.



A young trainee asks a question during the session.

Support from Japan Reaches the Grassroots

Funds donated by the Japanese public through the Voluntary Deposit for International Aid (VDIA) scheme are being utilized to boost health promotion and community development in two districts of Nepal. Allocated by the Japan Ministry of Posts and Telecommunications, the funds were collected from 20% of interest of deposits held in VDIA accounts at post offices throughout Japan. The donations, handled to JOICFP, have been used to assist promotion of the UNFPA-supported, regional Sustainable Community-based Family Planning/Maternal and Child Health (FP/MCH) Project with Special Focus on Women at the country level in Nepal.

This year marked the third year for JOICFP to receive VDIA assistance for Nepal, which is being used to support the construction of three new community-based primary health care units (CBPHCUs) and to upgrade 12 existing units in the project areas in Panchkhal, Kavre District. The VDIA support is also being used to cover technical assistance costs and to supply community health workers and volunteers with PHC kits.

As part of the VDIA activities, a JOICFP team was in Nepal from March 2 - 16 to provide technical assistance and monitor progress in project areas. The team, which was in Sunsari District for two days and Panchkhal for seven days, included Fumiko Mukaigawa, a matron of a 300-bed hospital in Japan. Mukaigawa previously spent five years in Nepal as a member of the Japan Overseas Cooperation

Volunteers (JOCV) and JOCV medical coordinator, and is well-acquainted with the needs of the community people. The trip was Mukaigawa's third time to visit Nepal through JOICFP to provide technical assistance to project areas. The visit also enabled her to observe whether project staff were applying the know-how she had taught previously.

The technical assistance team was accompanied by two staff nurses, Ashoda Nepal and Uma Sapkota, who served as an effective liaison between the visiting experts and the project staff. The Nepalese nurses also took an active part in the training and contributed to the participatory atmosphere that was created during the sessions.

To enable the provision of training to the community health workers and women volunteers of all 15 project villages in Panchkhal, the villages were divided into three groups of five villages. Meetings were also held for the project managers, village leaders and members of the village health committees.

During the two-day training sessions with the health workers, the technical assistance team focused on such issues as improving FP/MCH and PHC service provision and effective use of IEC materials such as the Magnel Kit, an educational kit used to teach reproductive health and FP. The team utilized visits by local people seeking services at the CBPHCUs as practical opportunities to share information on how to improve service provision. While in the project areas, the team also checked facilities at the CBPHCUs in such areas as storage of essential drugs, hygiene, efficient service provision, record keeping and maintenance of equipment.

The provision of high-quality services with reasonable fees has been given priority under the project, which seeks to achieve service sustainability. This aspect is particularly important in



Women volunteers listen to nutrition education in Panchkhal.

Nepal since community people are able to obtain healthcare services free of charge at governmental facilities. Therefore, services provided under the project have to be of high quality to attract paying clients.

Another unique strategy of the project has been to focus on women as both project beneficiaries and service providers. Drawn from the community and provided with education in such areas as nutrition promotion, MCH/FP, personal hygiene and environmental sanitation, the women serve as a vital link to the community for promotion of the project.

Getting Mobile

Reconditioned bicycles from Japan are being used effectively in Nepal to support the various FP-related activities of the Family Planning Association of Nepal (FPAN). Most of a shipment of 150 bicycles donated by the Municipal Coordinating Committee for Overseas Bicycle Assistance (MCCOBA) have been distributed to field workers to support FPAN's work in rural communities since the shipment arrived in the country at the end of last year.

Meanwhile, another 24 of the bicycles have been distributed in Sunsari District and Panchkhal to support the activities of the Sustainable Community-based FP/MCH Project with Special Focus on Women. The bicycles serve as a convenient means of transport, particularly in the rural areas.



Mukaigawa (left) gives advice to a community field worker in Panchkhal.

A Lesson in Collaboration

Participants of the Seminar on Parasite Control Administration for Senior Officers noted that the tripartite cooperation among government, private sectors and experts played an essential role in the success the parasite control (PC) activities in postwar Japan that led to the preventive health and family planning (FP) movements.

Attended by nine participants from nine countries, the seminar was implemented by the Japan Association of Parasite Control (JAPC) and sponsored by the Japan International Cooperation Agency (JICA) in cooperation with JOICFP. It was held in Tokyo and Kagawa Prefecture from January 31 - February 18. An annual event, the seminar served as a forum for participants to learn about the Japanese experience in PC and public health activities and to exchange experiences among themselves. The event also included a field trip

to Kagawa Prefecture, which provided the visitors with insights into strategies for promoting the self-reliance of private organizations.

During the visit to Kotonami Town, the participants learned how public health nurses had struggled to gain the participation of the people in healthcare activities by providing information on health-related matters including parasites, malnutrition, disease, environmental sanitation, maternal and child health and FP. By motivating the community, the level of health and standard of living were raised and Kotonami Town developed into a prosperous town with high-quality community and healthcare facilities.

The field trip underscored the effectiveness of collaboration among government, the private



Participants observe a technician at work in Kagawa Prefecture.

sector and experts in health promotion, particularly in terms of promoting the self-reliance of activities. The participants also welcomed the Japanese approach of using mass fee-charged PC activities as an effective partner to other healthcare components such as MCH and FP and as a means to achieve self-reliance.

Toward Closer GO & NGO Cooperation

Representatives of six Japanese non-governmental organizations (NGOs) from the environment and population fields shared insights into the role of NGOs in assistance programs in developing countries with officials of the U.S. Agency of International Development (USAID) during a meeting in Tokyo on March 11. Organized by USAID and

attended by JOICFP, the meeting was part of the ongoing dialogue between Japan and the U.S. on economic development issues and Japan-U.S. cooperation.



Carol Lancaster

Led by Carol Lancaster, deputy administrator, USAID, the discussions at the meeting focused on ways to facilitate

collaboration among government organizations (GOs) and NGOs. Lancaster began by stating that the U.S. and Japan are cooperating in many areas, and because the U.S. considers NGOs to be a natural partner in development assistance, that the question is often asked if U.S.-Japan cooperation also extends to NGO collaboration.

After a brief introduction of activities by the NGO representatives, Lancaster and Paul White, USAID minister counselor for development cooperation at the U.S. Embassy, responded to questions about USAID activities.

Lancaster explained that the Clinton administration emphasizes grassroots development and said that USAID's mandate is to lead the fight against endemic poverty, environmental degradation and overpopulation. To meet these challenges, USAID is pursuing a mission of sustainable development by concentrating on four critical areas: economic growth, population and health, the environment and democracy, she said.

Lancaster said that achieving sustainable development requires a bottom-up approach which recognizes the important role of the beneficiaries in the development process. NGOs are effective in this bottom-up approach since they are close to the grassroots and can assess local needs well, she said. Another way that USAID addresses sustainable development and participation is by supporting indigenous NGOs in developing countries, she added.

Partnerships with NGOs

As a non-governmental organization (NGO) involved in the field of population, JOICFP participated in the "Professional Development Day" activities on February 25, which were part of the 1994 Cooperating Agencies' Meeting held in Washington D.C. from February 22-25. Organized by the Office of Population of USAID, the day's events attended by JOICFP concerned the role of the NGO.

Focusing on joint government-NGO collaboration in the population and family planning (FP) field, the day's events were attended by major U.S. NGOs and representatives of USAID from throughout the world. IPPF was also represented at the event.

Encouraged to attend the meeting by the USAID representative at the U.S. Embassy in Japan, JOICFP provided insights into grassroots promotion of integrated healthcare and FP.

Campaign Sparks Interest from Japanese Public

A unique scheme launched by JOICFP to collect and sell used prepaid cards has triggered a remarkable response from the Japanese public and proved an effective means of raising awareness of population issues in developing countries. Started in September last year, the "Prepaid Card Fund-raising Campaign" had prompted the Japanese public to send in an estimated 250,000 used prepaid cards worth an estimated ¥2.5 million (US\$23,600 at an exchange rate of US\$1 to ¥106) as of the end of March. The hand-sized magnetic plastic cards, commonly used for public telephones, rail transportation and expressway fares, are worth approximately ¥10 (9 cents) each when sold.

Much of the success of the campaign is due to the popularity of the cards, which are used by most members of the public. Also, by seeking donations of used cards, rather than cash, JOICFP has found a more willing public audience for its messages about the way of life of people in developing countries.

The unique approach of the campaign has found strong support in the media, which has carried JOICFP's call for assistance throughout Japan. Through regular newspaper articles and radio broadcasts, JOICFP has also aroused interest in issues of developing countries by equating the value of used prepaid cards with the cost of activities to raise the quality of life.

To illustrate the low cost of healthcare in developing countries, JOICFP has pointed out that one used prepaid card can buy three anthelmintic pills to treat parasite infection. Noting that the use of unsanitary instruments to cut umbilical cords is a major cause of death for newborns, JOICFP made it known that four used prepaid cards can cover the cost of a razor to save the lives of babies.

JOICFP has also used the campaign to highlight the low cost of day care and malnutrition prevention for children. In Zambia, for example, six used prepaid cards can cover the cost of sending a child to day care for one month where the child would receive nutrition supplements, while the mother is freed to work or take part in educational activities. Meanwhile, JOICFP has also announced that nine prepaid cards will buy a spoon, which can be used to promote nutrition education among community women.

The importance of providing support for

the community health workers and training for traditional birth attendants has also been highlighted by JOICFP, which has used the campaign to publicize such factors as the high infant and maternal mortality rates in developing countries.

Swamped with phone calls and letters, JOICFP has not only found a willing ear in the public, but has attracted the support of large enterprises and institutions such as hospitals and schools. A number of institutions, stores and companies have set up information networks and prepaid card donation boxes to support the campaign. Meanwhile, four volunteers from the Shinjuku City Social Welfare Office are assisting JOICFP to count cards and handle correspondence.

Many of the responses to the campaign have been touching and shown the genuine of concern of the public for population issues affecting people in developing countries. One elderly woman working on a ferryboat in Hokkaido as a cleaner, for example, collected 192 prepaid cards on the boat to be used to improve the welfare of people of other countries. Also, an elderly man in Hokkaido collected 633 cards from phone booths for the



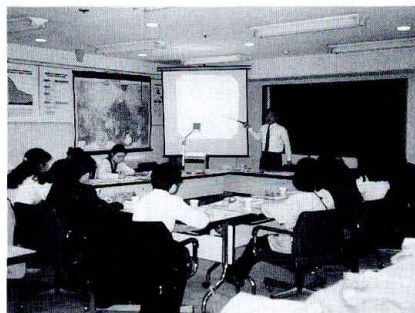
A volunteer from the Social Welfare Office of Shinjuku City (right) assists with responses to donors.

campaign.

Teachers have also found the campaign effective for educating children about developing countries. One teacher in Kyushu, for example, noted that the campaign had helped make the concept of international cooperation seem less abstract for her students by providing them with an easy way to take part in assistance to developing countries.

The campaign continues to draw an enthusiastic response from the public as the media heats up its support for the activities with wide and constant publicity. As a result of the attention, more people in Japan have learned about the needs of people in developing countries and have come to understand that even a little contribution made in Japan goes a long way in another country.

A Learning Experience



JOCV members listen to a presentation at JOICFP.

Ten members of the Japan Overseas Cooperation Volunteers (JOCV) gained insights into the Japanese experience in family planning (FP) and maternal and child health (MCH) and the community-based approach of JOICFP's Integrated Project (IP) at a JOICFP seminar on March 8. To be dispatched by the Japan International Cooperation Agency (JICA) to developing countries in Asia, the Pacific, Africa and Latin America, the volunteers comprised staff nurses and public health nurses.

VOICE OF VOICES

By Chojiro Kunii

Prepaid Card Campaign

At the end of last year, a journalist from Kyodo News Service came to our office to gather information about our used prepaid card fund-raising campaign. We explained how we collect and sell the prepaid magnetic cards (used for public phones and transportation) to supplement our funds for Integrated Project (IP) activities in developing countries. After this, the journalist wrote an article that was subsequently published throughout Japan, from Hokkaido in the north to Okinawa in the south.

The result of the publicity was tremendous, and my staff were busy for days answering calls and replying to letters from the public. To help us deal with the response, the Social Welfare Office of Shinjuku City in Tokyo, where JOICFP is located, introduced some volunteers. JOICFP has continued to receive many donated cards from people with letters expressing their hope that their contribution would be used to make life better for the people in developing countries. I have been very touched by this generosity of spirit. We have now received an estimated 250,000 cards worth an estimated US\$23,600.

To build on this campaign, a meeting of personnel of JOICFP and the Hoken Kaikan Group was held. As a result, it was decided

that all member organizations of the group would participate in the campaign by contacting affiliated preventive health and maternal and child health associations, and other related organizations and institutions such as social welfare offices, schools, hospitals and corporations to expand the activities.

We also agreed this campaign would serve as a good entry point to introduce JOICFP's Integrated Family Planning, Nutrition and Parasite Control Project (IP) to these organizations (both government and non-governmental). Once this is done, we hope to suggest ways that these bodies can cooperate with us, such as by providing medicine, vaccines and medical equipment. We will also make efforts to motivate women's associations and students to join these activities. To this end, we will use our documentary films to show how the communities in developing countries have struggled to develop their villages and improve their health in our project areas.

ANNOUNCEMENT

International Seminar on Family Planning Administration for Senior Officers II

The government of Japan will conduct an international seminar on family planning (FP) in Japan as part of its technical cooperation programs for developing countries for fiscal 1994 (April 1, 1994 - March 31, 1995). The seminar will focus on effective administration of FP and maternal and child health (MCH) programs at the central and local levels by

calling on Japan's experience in the field, and will encourage the mutual sharing of relevant experiences and knowledge.

Date: August 2 - 28, 1994

Participants: 15 high-ranking FP administrators/managers to be selected from Bangladesh, Dominican Republic, Egypt, Ghana, Guatemala, India, Indonesia, Kenya, Malawi, Mexico, Nepal, Nigeria, the Philippines, Tanzania & Thailand

The seminar will be executed by the Japan International Cooperation Agency (JICA) in collaboration with JOICFP.

For further information, contact the Embassy of Japan in nominated countries through the relevant government agency.

DIARY

– JOICFP Deputy Executive Director Yasuo Kon, Program Officer Sumie Ishii and staff member Sono Aibe were in Thailand and Laos for an orientation workshop in Vientiane, Laos, from Dec. 16 - 17 and to monitor the UNFPA-assisted regional program.

– JOICFP Program Officer Aiko Iijima was in Nepal from Dec. 10 - 23 to attend the national workshop and to monitor the UNFPA-assisted regional project. Dr. **Rita Thapa**, member, Country Support Team, joined Iijima to provide technical assistance.

– **Joseph Van Arendonk**, deputy executive director, UNFPA, was in Japan from Jan. 10 - 16 to conduct the mid-term review of JOICFP projects under UNFPA support and to meet with Japanese parliamentarians and Foreign Ministry officials.

– **Catherine Pierce**, chief, Women, Population and Development Branch, Technical and Evaluation Division, UNFPA,

was in Japan from Jan. 13 - 17 to speak at two symposia and visit JOICFP to exchange information.

– Dr. **John Nagahata Susanibar** and Dr. **Olga Frisanch Gil**, Ministry of Health of Peru, visited JOICFP on Jan. 20 to exchange information.

– Fourteen participants from six countries attended the 2nd Regional Technical Committee Meeting on Sustainable Community-based FP/MCH Project with Special Focus on Women, held in Japan from Jan. 18 - 22.

– JOICFP Program Officer Hiroshi Taniguchi was in the Philippines from Jan. 19 - 22 for activities related to *Integration*.

– A nine-member Chinese study team led by **Duanmu Yiwen**, vice president, FPA of Taicang City, was in Japan from Jan. 24 - Feb. 2 to study self-reliance and discuss plans for the Taicang IP Center with representatives of the Hoken Kaikan Group.

JOICFP Women's Health and Status Series

A New Animated Film

Twin Lotus

13 min., Color/English, Chinese



A newly-wed couple is just beginning to live together in a beautiful riverside district in southern China. One day the wife collapses from illness while at work.

Women today must learn about their bodies and be intent upon maintaining their health so they can lead more self-reliant lives.

This film, from the Women's Health and Status Series, is a Japan-China joint production that uses an animation technique based on a traditional paper-cutting method.

Distributed by

Sakura Motion Picture Co., Ltd.

Yoyogi Center Bldg., 57-1 Yoyogi 1-chome

Shibuya-ku, Tokyo 151, Japan

Tel: 81-3-3320-6311 / Fax: 81-3-3320-7666

Telex: J34799 ITCINBTH

16mm VTR (Beta, VHS/NTSC, PAL, SECAM)

JOICFP NEWS is a monthly newsletter published by the Japanese Organization for International Cooperation in Family Planning, Inc. (JOICFP).

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

JOICFP NEWS

Hoken Kaikan Bekkan
1-1, Ichigaya Sadohara-cho
Shinjuku-ku, Tokyo 162 Japan
Phone: 81-3-3268-5875
Facsimile: 81-3-3235-7090