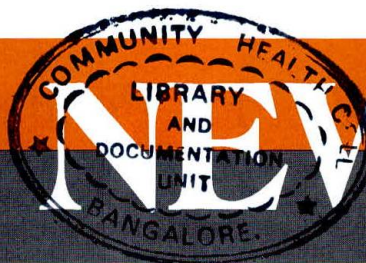


JOICFP NEWS



Japanese NGOs Unite Voices for ICPD

NGOs put forward recommendations for Cairo in Tokyo Appeal

Japanese non-governmental organizations (NGOs) have united their voices with a set of recommendations made toward the UN International Conference on Population and Development (ICPD) in Cairo, Egypt. The "Tokyo Appeal" was agreed upon at the "Japan Population Conference" Symposium, held in Tokyo on July 14. The symposium was organized by the Council on Population Education and JOICFP in cooperation with the Japan's Network for Women and Health, Cairo '94, Population Forum 21, Family Planning Federation of Japan (FPFJ) and Japan Family Planning Association (JFPA).

The appeal reflects the demands of NGOs working in the fields of population, women's health and rights, and the environment. It was put together in recognition of the importance of the ICPD for determining global population policies. Below are excerpts of the appeal.

In the past, the viewpoint of women was lacking from the efforts to understand population problems. The rights and health of women have been neglected.

Women have also been placed in inferior positions which limit their lifestyle choices and opportunities for social participation in areas

such as education, health and labor.

The concept of reproductive health and rights is increasingly recognized as being indispensable to improving women's status. In the foreign aid projects of the Japanese government, now the world's largest official development assistance (ODA) donor, the women's point of view should be incorporated and practical steps need to be taken.

We heartily welcome the Japanese government's decision to allocate US\$3 billion under the Global Issues Initiative (GII) on Population and AIDS for the seven-year period of fiscal years 1994 - 2000. The initiative greatly expands the scope of the existing bilateral and multilateral assistance being provided in the fields of population and family planning (FP).

It follows that the contents of Japan's international contributions should be duly scrutinized. We do expect that such assistance will truly benefit the people of recipient countries, but note that it will not be of real value unless it is used to meet the true needs of the grassroots in areas such as social welfare, education and health. We therefore propose that the use of assistance funds be carefully monitored at all times.

In addition to the traditional "direct cooperation" projects in population and FP, the Japanese government has been offering "indirect cooperation" aid in recent years. This indirect cooperation involves a more comprehensive approach to population and FP and combines such components as basic maternal and child health and medical care, education and the improvement of women's



Women in a Vietnamese village join hands to express their determination to improve the way of life in the community.

status. This integrated approach is proving to be very appropriate.

Non-governmental organizations have played significant roles in supplementing the government at all levels of development efforts in every country. It is therefore recommended that the Japanese government give due recognition to the world of NGOs catering to the grassroots needs, and that it swiftly set up an assistance system in which ODA and NGOs are more closely linked not only in population and FP, but in all sectors of foreign assistance.

The Japanese government is expected to make a high-level political commitment to the ICPD. The international community strongly demands that Japan not only increase its financial assistance for population-related projects, but that it also take political initiative in addressing global issues embracing population, development and the environment.



Family planning volunteers listen to messages from an instructor in Mexico.

Special ICPD Issue

This issue introduces the activities of JOICFP for participants of the ICPD.

JOICFP – Putting People's Needs First

JOICFP finds acceptance at the grassroots by appealing to people's desires for a better quality of life

The Japanese Organization for International Cooperation in Family Planning, Inc. (JOICFP) is the largest Japanese non-governmental organization (NGO) engaged in international cooperation activities in the field of family planning (FP) and population. A non-profit organization, JOICFP was founded in 1968 and

integrated package that includes such components as MCH, primary health care, nutrition, environmental sanitation and safe drinking water, education, improvement of women's status and income-generation. JOICFP has found that parasite control is a particularly effective component for reaching people with little awareness of health issues since it provides prompt, visible results to spark immediate interest in health and clear the way for the introduction of other health messages.

Naturally, the project approach and

contents vary according to local needs. In all project areas, however, the humanistic approach to FP promotion is evident. A legacy of Japan's experience in the postwar years, the humanistic approach to FP holds that programs should start with respect for people and that they should aim to bring them happiness. By appealing to people's desires for a better way of life for themselves and their families, the IP has found acceptance at the grassroots.

To promote and sustain the activities in project areas, the IP relies

on the united efforts of local people. People are first awakened to the potential of joint community action with intense education activities that stir the community spirit and encourage them to participate in the project. Volunteers are drawn from the community to support the health-care workers and IP personnel, and serve as a personal link to the community.

Another key to the IP's success is the tiered system of steering committees, which is established from the village level up to the national level in each country to coordinate and supervise activities. These committees are extremely effective since they enhance institutional integration of different areas such as education, health and agriculture and bring representatives of government, the private sector and expert groups together. The membership of the committees varies according to the needs of the people in each country.

The IP has now been implemented in 25 developing countries in the three regions of Asia and the Pacific, Latin America and Africa. It is implemented in project areas by local counterpart organizations or government departments in cooperation with JOICFP.

Creating awareness and promoting human resource development

Another important JOICFP activity is human resource development. JOICFP provides training for FP personnel in the integrated FP approach and coordinates the exchange of experts and promotion of South-to-South cooperation. JOICFP is also actively involved in research and study in such areas as population policy planning, aging and FP.

To create awareness of population and FP, JOICFP publishes the Japanese monthly magazine *Sekai to Jinko* (World and Population) and the two English-language publications, the monthly newsletter, JOICFP NEWS, and quarterly magazine, *Integration*. JOICFP also develops and produces a range of educational aids including films, publications and other materials.

JOICFP collaborates closely with the government of Japan, Japan International Cooperation Agency (JICA) and such international organizations as UNFPA, IPPF, UNICEF, WHO and governments and NGOs in developing countries.



Preventive health care, such as this infant health checkup in the Philippines, is a major focus of JOICFP's Integrated Project.

grew out of the Japanese postwar experiences of community-based family planning/maternal and child health (FP/MCH) promotion. JOICFP receives most of its funds from UNFPA, IPPF and the government of Japan.

Promoting integrated health care at the grassroots

The main thrust of JOICFP's activities is the promotion of the Integrated Project (IP). Through the project, the positive experiences and lessons learned in community-based health-care promotion in Japan are applied in developing countries after being tailored to suit local conditions. Specifically, the project seeks to raise the quality of life at the grassroots by motivating people to join health and community development activities such as FP/MCH.

To effectively reach community people, the IP involves promotion of FP within an



JOICFP promotes voluntary FP as a means to raise the health of women and children.

Active on the Home Front

JOICFP works domestically to create awareness and raise support for population activities

JOICFP is Japan's largest NGO working in the international cooperation field of population and family planning (FP) and has the longest history.

JOICFP enjoys a unique position in Japan as an NGO. It not only maintains close ties with the community people, the private sector, media and other NGOs, but cooperates closely with local governments, and parliamentarians and policy-makers. It uses its position and contacts effectively to deepen understanding of population and related issues and widen its support network within Japan.

JOICFP grew out of the Japanese preventive health and family planning (FP) movements and remains one of the member organizations of the Hoken Kaikan Group of preventive health-care organizations. JOICFP's sister organizations are the Family Planning Federation of Japan (FPFJ) and the Japan Family Planning Association (JFPA), both established in 1954. JOICFP's close contacts with expert groups, academics and the 35 preventive health service associations nationwide serve not only to promote awareness and support in Japan, but provide useful support for study groups from developing countries.

One of the ways JOICFP works to deepen the understanding of parliamentarians is

through its ties with the Japan Parliamentarians Federation for Population (JPFP). JOICFP serves as a conduit of information to the federation and organizes study tours to developing countries for its members. The current president of JOICFP is former Prime Minister of Japan Takeo Fukuda, a world leader in the population field. JOICFP's board members also include Shidzue Kato, a former senator and the foremost pioneer of the FP movement in Japan. Kato was one of the founders of IPPF and was honored with the UN Population Award in 1988.

Providing expertise to support bilateral assistance activities

JOICFP also provides its expertise as a consultant to support the bilateral assistance activities of the Japan International Cooperation Agency (JICA) and the Ministry of Foreign Affairs of Japan. JOICFP's supportive role in bilateral assistance is expected to grow with the implementation of the Global Issues Initiative (GII) on Population and AIDS.

At the local government level, JOICFP works actively to keep lines of communication and support open. JOICFP's active role as a



Japanese students collect funds to support JOICFP activities in Guatemala.

member of the Municipal Coordinating Committee for Overseas Bicycle Assistance (MCCOBA) is especially effective for raising awareness and gaining support for health care promotion in developing countries. The association, which consists of 14 local governments and JOICFP, has been actively sending reconditioned bicycles and other items to developing countries to enhance health promotion in the field.

Through its awareness-creation activities in Japan, JOICFP has stimulated such institutions as schools and groups such as women's associations to cooperate in support activities.

Winning the hearts of the Japanese public

One of the most recent of JOICFP's domestic activities is the Prepaid Card Campaign, which was launched in August 1993. Under the scheme, used prepaid cards for public transport, road tolls and public telephones, are collected at JOICFP and sold to raise funds to support activities in developing countries. The campaign, which has attracted tremendous media attention and support nationwide. As of the end of July 1994, JOICFP has collected over 1 million cards.

JOICFP also organizes a range of study and lecture meetings, film shows, study tours, symposia, press meetings and training seminars to stir interest and deepen understanding among related groups and the public. The Japanese-language publication *Sekai to Jinko* (World and Population) is a major source of information on population issues in Japan. To further spread awareness, JOICFP handles the printing of the Japanese-language versions of such publications as UNFPA's annual *State of World Population Report*.

An Effective Strategy for Approaching the Community

In view of the importance of the ICPD, the Asian Parasite Control Organization (APCO) endorsed a declaration made toward the conference at the 16th Meeting of the APCO Parasitologists' Group, held in Tokyo from July 27 - 29, 1994. Below are highlights of the declaration, which was named the "APCO Resolution."

The Integrated Project (IP) is aimed at fostering the development of health and welfare of the family, and thus building on the desire shared by all humankind to improve the quality of life. The IP utilizes parasite control as an entry point to family welfare activities including family planning and maternal and child health (FP/MCH) to create awareness of health issues and motivate the community to participate in activities which will improve health and enhance development.

Parasite control activities do not require sophisticated techniques or expensive equipment. Mass treatment is simple, cheap, safe and effective. It brings about an immediate effect which gives it a significant advantage over other health interventions in approaching the community. Thereafter, people take the initiative to secure safe drinking water and improve disposal of human excreta, thus preventing other communicable diseases as well. Trust between the people and health workers is also established to enable promotion of FP/MCH activities.

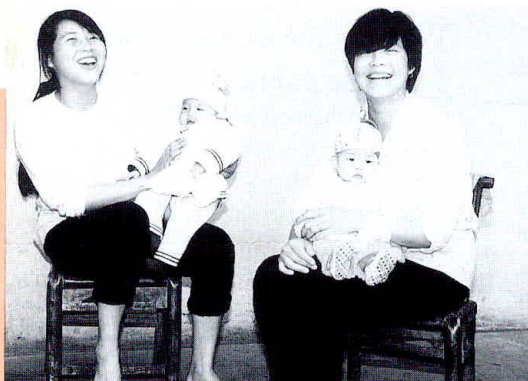
It is the firm conviction of the APCO Parasitologists' Group that it should continue its cooperation and support and do its utmost for the further development and expansion of IP activities in other regions of the world. For the IP to work effectively, it is imperative to have both the academic and scientific support of parasitologists.

Bringing Women into the Mainstream

JOICFP focuses on women in its efforts to promote FP/MCH on a sustainable basis

In the Asian region, JOICFP is actively involved in projects in the seven countries of Bangladesh, China, India, Laos, Nepal, the Philippines and Vietnam. JOICFP's activities in the region are characterized by their community-based approach, the emphasis placed on achieving sustainability of the family planning/maternal and child health (FP/MCH) services, and by the special focus that is placed on women. The regional, UNFPA-supported Sustainable Community-based FP/MCH Project with Special Focus on Women is being promoted in the four countries of Bangladesh, Laos, Nepal and the Philippines. JOICFP projects are promoted on an individual basis in the remaining three Asian countries.

The community-based approach of JOICFP's activities is attuned to the strong tradition of communal activities prevalent in



Mothers enjoy a moment with their young babies in China.

Asian villages. By building on this tradition of mutual self-help, JOICFP's projects are not only more readily accepted in the communities, but the people themselves actively contribute to project promotion and sustainability.

JOICFP's special focus on women reflects the important role that women play in cooperative activities in communities as agents for promotion of community health and development. The emphasis on women in the

project is also aimed at addressing the tendency for women to be left out of planning and decision-making in social development activities such as FP/MCH promotion.

JOICFP aims to gain recognition of women as equal partners and to prepare an environment in which women can be brought into the mainstream of planning and decision-making. One of the ways that JOICFP seeks to do this is by aiming to achieve a gender balance in the project steering committees, especially at the local level. Gender is also considered in all other aspects of the project including training.

As the projects develop in the future, sustainability will remain a priority in Asia. By emphasizing the participation of the community people themselves in activities, JOICFP hopes to establish sustainable FP/MCH services with the long-term aim of improving quality of care.

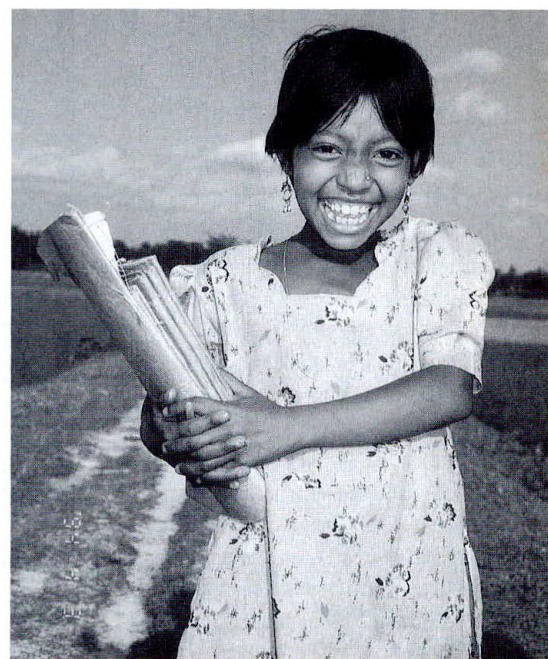
JOICFP in action in Laos

Laos is one of the four countries where the regional project is being implemented. A country with a sparse population of some 4.2 million, Laos has a population growth rate of about 2.6% and a total fertility rate of around 6. The infant mortality rate is about 97 per 1,000 live births. Health-care facilities, which are only available at the district level, are usually lacking basic medicines and trained staff, and have poor sanitation.

Political recognition of birth spacing came only recently in Laos where services are not readily available to most of the population. However, demand for FP is widespread among women, who hear news from neighboring Thailand but do not have correct information or a range of high-quality contraceptives.

It was in view of the significant, unmet needs in Laos that JOICFP's project was launched in 1993. Given the special circumstances in Laos, implementation had to wait until a massive training program on FP/MCH was conducted for all involved in the project, and health-care facilities were provided with equipment, contraceptives and essential drugs. This has now been carried out.

To ensure a central role for women, the Lao Women's Union has been actively involved in



Educating girls like this one is an aim of JOICFP's activities in Bangladesh.

all project aspects including training, creation of the volunteer network and selection of steering committee members at all levels. Local administrators are also included in the committees as a means of gaining the commitment of local authorities to FP/MCH promotion.

To succeed in its aim of developing and maintaining regular, high-quality FP/MCH services at the village level, the project involves the development of mobile, outreach services. By bringing services to the doorstep, the project will hopefully achieve its aim of providing universal access to reproductive health-care services to all whom require them. A fee-charging system is also planned to be introduced to promote sustainability since studies have indicated that people are willing to pay for services.



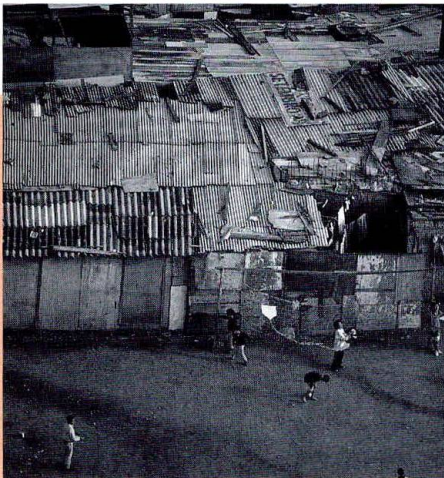
Women wait for medical attention in Laos where there is a severe shortfall in services.

Women—Targeting Shared Needs

JOICFP seeks to promote FP in Latin America and the Caribbean as a means to improve the way of life

The main objective of JOICFP's activities in the Latin American region is to improve health and raise the quality of life for the people at the community level through the promotion of family planning (FP). To achieve this aim, JOICFP promotes FP integrated with activities that complement the positive effects of birth spacing and further improve the well-being of the people.

While the specific components of the Integrated Project (IP) vary according to the local situations, women are a priority target



Adolescents living in urban slum areas in Brazil are given priority by JOICFP.

group in all three IP countries of Brazil, Guatemala and Mexico. The three projects in these countries also cover three different population groups facing significant challenges. In Brazil, the project covers community people living in urban slum areas that are difficult for government services to reach. In Guatemala, rural indigenous people are the active participants of the project, while in Mexico, adolescents are given emphasis.

As it develops in Latin America, the IP is aimed at creating an environment more conducive to FP acceptance to avoid unwanted pregnancy and provide women with more options in life. Adolescents, especially young

women, are viewed as a priority in this regard. Another goal of the IP will be to further strengthen collaboration between government organizations and NGOs, while increasing male responsibility and involvement in FP will remain an on-going issue.

JOICFP in action in Guatemala

Guatemala has a population of 9.7 million with a population growth rate of 2.9%. The total fertility rate is 5.4, while the infant mortality rate is 55 per 1,000 live births. The indigenous Mayan people of Guatemala make up almost 60% of the population. These people often live in poor, rural areas that are not well-served by the government health network. The traditional lifestyles and close community ties also make it difficult for outsiders to reach people with health messages.

The IP was implemented in Guatemala in 1989 to cover a target population of 5,000. It has now been expanded to meet demands from surrounding communities and covers an area with a population of 120,000. Ninety percent of this population is Mayan. In the project's first three years, the contraceptive prevalence rate increased significantly. Among the mix of contraceptives, the condom continues to grow in popularity, indicating increasing male responsibility for contraception.

The first hurdle to promotion of FP in Guatemala is the lack of awareness of FP as a health issue. To stir the interest of the community people, parasite control (PC) activities are initially used in communities as a springboard for introducing other health-related activities such as FP/MCH. By providing instant visible results, PC effectively captivates the interest of the community people and creates a more willing audience for other health messages, particularly FP. Since community people are charged a nominal fee for the services, PC also enables revolving funds to be set up in IP communities.

The next step of the IP has been to build on people's enthusiasm by involving them directly in the project. Specifically, the IP involves a network of volunteers drawn from the community to work as health agents. The



Family planning workers in Mexico receive instruction on the menstrual cycle.

village health committee set up under the project also helps motivate people and gain the active participation of strategic persons such as the village head and community leaders.

One of the keys to project achievements has been the effective use of traditional birth attendants (TBAs). These highly respected women have been recruited, provided with health kits and reconditioned bicycles and trained to serve as more effective TBAs and promoters of integrated health care including FP. They also utilize the MCH Handbooks produced under the project to keep health records of pregnant women and young children.

To help improve the status of local women, vocational training has been established under the IP. Reconditioned treadle sewing machines from Japan have been particularly effective for strengthening the women's network and promoting income generation.

At the start of activities, women whose children took part in the PC activities were selected for training, an action that mutually reinforced both activities.

The positive effect that the IP has had on village people is captured in JOICFP's documentary film *Maria*. Shot on location in an IP village, the film documents the actual lives of a health promoter and local TBA who overcome rivalries and join hands to improve the live in the community.



A trained TBA examines a woman in Guatemala.

The Community as a Force of Change

JOICFP uses an action-oriented approach to close the gap between knowledge and practice in family planning

JOICFP's Integrated Project (IP) is being implemented in Africa in the four countries of The Gambia, Ghana, Tanzania and Zambia with the support of IPPF and UNFPA. The IP is also being implemented in Ethiopia as a UNFPA-supported country project. The main aim of the projects is to promote family planning (FP) as a means to raise health and improve the lives of women, their children and their families.

One of the most serious challenges in African countries is to close the wide gap between knowledge and practice of FP. It is estimated that while 70-80% have some knowledge of contraception, only 5-7% practice



Women convey FP messages with a role play in Zambia.

FP in the region. The IP seeks to achieve this by providing access to a mix of contraceptives and correct information at the village level. To effectively gain the participation of the community in FP activities, the projects integrate FP with a package of activities that answer needs at the grassroots. Depending on the situation in each project area, the projects include such components as maternal and child health (MCH) care, primary health care, nutrition, health education, environmental sanitation and safe drinking water supply, essential drug supply and income-generation.

To make services accessible in the communities, the projects rely on a system of community-based distributors (CBDs). These people are drawn from the community and are

trained and supplied to work on a door-to-door basis. They are also supervised and encouraged to join income-generation activities to supplement their income. In this way, the projects promote the continuity of CBDs.

The projects also use voluntary collective action to reinforce IP messages among the people and to promote activities. At gatherings, health education is provided and people are motivated to take part in activities to help themselves and the community.

The administrative structure of the IP in Africa consists of a tiered system of steering committees from the local level up to the central level. These committees serve as a pipeline for community demands. They are also designed to complement existing administrative structures and are supported by such associations as women's and men's clubs, school health committees and volunteer groups. Apart from Ethiopia, the local IPPF-affiliated FP associations serve as JOICFP's counterparts at the country level. In Ethiopia, the counterpart is the Ministry of Health.

In the future, a major challenge of the IP in Africa will be to develop more flexible management structures to enable the projects to be expanded in IP areas. In particular, JOICFP will be seeking ways to reorganize the vertical administrative structure of the project and promote more effective use of resources.

JOICFP in action in Tanzania

The project in Tanzania was introduced in 1984. A large country with a population of 26 million, Tanzania has a total fertility rate of 6.3, a population growth rate of 2.8% and an infant mortality rate of 111 per 1,000 live births. Tanzania has a mainly rural population spread over wide geographical areas.

The project, which integrates FP with such community health and welfare components as nutrition and parasite control and environmental sanitation activities, has had a positive impact on contraceptive prevalence rates in pilot areas. From a figure of 9.3% in 1984, the CPR increased to 35% in 1992 at one



Women share the joy of welcoming a healthy newborn into the community during a naming ceremony in Tanzania.

project site and from 27.0% to 63.8% at another. The results of the project prompted the government to officially adopt the IP into the Tanzanian National FP Program 1990 - 1994.

A key to maintaining these gains has been the strengthening of the CBD system at the grassroots. Individuals selected by the community to serve as CBDs receive training with the support of the Family Planning Association of Tanzania (UMATI). By establishing services within the villages, the IP has continued to expand its achievements. For example, in one predominantly Catholic (90%) village selected as a new project site in 1990, the CPR increased from a baseline of 7.6% to 39.9% in 1993 (sampling survey results).

The positive experiences of the project in Tanzania are being shared through exchanges coordinated by IPPF and JOICFP through South-to-South cooperation channels.



Women's club members make soap to raise funds in The Gambia.

Japan's GII – a New Direction in Bilateral Assistance

The government of Japan strengthened its commitment to the field of population in February 1994 with the announcement of its new Global Issues Initiative (GII) on



Education for women has been given priority under the Japanese government's GII.

Population and AIDS. Under the initiative, Japan has pledged to spend US\$3 billion over a seven-year period from fiscal 1994 on population issues and AIDS.

For JOICFP and other non-governmental organizations (NGOs) working in related fields, the initiative means a significant increase in the NGO role in bilateral assistance in the population field. With the heightened role for

NGOs also comes a stronger focus on grassroots activities and a more comprehensive approach to population with emphasis on related issues such as maternal and child health, education and improvement in women's status.

From the beginning of discussions on the GII, JOICFP has taken an active interest in the development of strategies for the initiative and contributed by sharing information and experiences. The comprehensive approach of the GII embodies much of the Japanese experience in family planning (FP) and MCH, the same experiences that form the basis of JOICFP's Integrated Project (IP). Since the announcement, JOICFP has continued to provide information to the Ministry of

Foreign Affairs on the population situations in developing countries and introduce activities and experiences in the field by setting up discussions with representatives from countries implementing the IP.

Creating awareness of GII in Japan

JOICFP has been taking an active part in activities in Japan to raise awareness of the GII. Following a meeting on the initiative for NGOs in Tokyo, a further two forums are planned in Tokyo and Osaka for the general public and interested parties. JOICFP will be represented on the panel during these two events to give an NGO perspective of the GII.

As the GII develops in the future, JOICFP will continue to cooperate closely with the government by providing expertise in FP and research data on needs assessments in GII priority countries. In this capacity, JOICFP has been charged with assessing the population situation in the priority countries of Ghana, Mexico, Senegal and Tanzania and providing recommendations on action to be taken. Another area in which JOICFP may cooperate in the future is by joining project formation missions to countries to analyze needs for bilateral assistance.



The cheerful images of ICPD adorn these commemorative items designed by famous Japanese fashion designer, Hanae Mori, to mark the ICPD. The necktie, scarf and T-shirt were commissioned by UNFPA for sale to participants of the Cairo conference.

Keepsakes of ICPD

The "Population Clock III" and "Population Monitor" are two commemorative items produced by UNFPA to mark the ICPD and the 25th anniversary of the Fund. The items were produced for distribution to the official delegations to the conference. Their production was entrusted to JOICFP by UNFPA. The products were manufactured by Seiko Instruments Inc. (SII).

Both items provide low, medium and high population growth-rate figures, which are based on the projections of the UN Population Division for the period of January 1, 1994 - December 31, 2035. They are expected to help create awareness.

Both items include a message from the secretary-general of the ICPD, Dr. Nafis Sadik, who is also current executive director of UNFPA. Commenting that world population is expected to reach 6.2 billion by the end of this century, Sadik emphasizes that nearly 93% of this population increase will take place in developing countries.

The Population Clock III, designed for use on a desktop, weighs 1.7kg. The clock provides current updates (every minute) and future projections of population figures for the world and for 224 individual countries and areas. It also serves as a regular clock and calendar. A total of 1,350 units of the Population Clock were produced.

The Population Monitor, meanwhile, is pocket-sized and weighs only 65g. The monitor provides the same population projections as the Population Clock III and also serves as a calculator and clock/calendar. The monitor resembles a calculator and features a hardy plastic covering. A total of 30,300 units of the monitor were produced.



Population Clock III



Population Monitor

VOICE OF VOICES

By Chojiro Kunii

An Appeal for ICPD

The "Japan Population Conference" Symposium was held at the Japan Press Center on July 14. Despite the extremely hot weather in Tokyo, the attendance was impressive. People interested in the ICPD turned out in force at the symposium where, after heated discussions, the Tokyo Appeal was adopted. The appeal provided background and an overview of the current situation of world population and included recommendations for Japan's role with regard to the ICPD in Cairo.

The keynote speakers at the event provided detailed presentations on world population issues and future implications. The representative of the Ministry of Foreign Affairs also provided an articulate presentation of the policy of the Global Issues Initiative (GII) on Population and AIDS. The enthusiasm expressed by all those in attendance was something very rare indeed.

The panel discussions were particularly lively. The panelists did not skirt around the subjects with abstract, conceptual discussions.

Rather, in a forthright manner they discussed population issues from various angles.

One of the key issues that arose from these exchanges was the importance of including women's viewpoints in discussions on population. It was noted that a key to Japan's success with population problems in the postwar years, was that activities reflected women's needs and incorporated their viewpoints. It was noted that by sharing this experience, Japan might be able to expand its international cooperation activities in the field of population.

The panelists then reemphasized the need to include women's voices in the planning and implementation of policies and programs. It was strongly recommended that Japan provide financial contributions only to those South-to-South cooperation programs that do include women's perspectives.

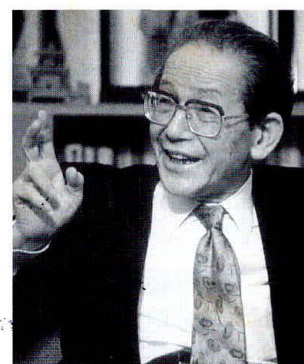
The Integrated Project (IP) was also highlighted at the symposium. The audience was reminded of the concept of the IP, which is to promote family planning as part of an integrated package of health-care and community-development activities with the aim of improving the quality of life at the grassroots. JOICFP has been promoting and expanding this project in Asia, Latin America and Africa over the last two decades. The

concept of the IP came out of the experiences of Japan, which saw a dramatic drop in population growth rates and related

problems in the postwar

years. The IP rests on the principle that population growth will stabilize if an approach considers the health and welfare of the individuals it targets.

I believe the same principle will work on a global scale and that if we appeal to the health and welfare needs of individuals with our policies and programs, we will be able to overcome world population issues.



Chojiro Kunii

ANNOUNCEMENT

JOICFP Symposium at NGO Forum '94

JOICFP will organize a symposium on the community-based approach to integrated family planning promotion and the new Japanese Global Issues Initiative (GII) on Population and AIDS at the NGO Forum '94.

Date: September 8

Time: 3:00 p.m. - 6:00 p.m.

Venue: Room 17, Cairo Indoor Stadium

Contents of Symposium

- 1) JOICFP will introduce the concept and background to the integrated participatory approach to family planning and share its experiences gained from promotion of the Integrated Project (IP) in 25 developing countries since 1974. Representatives of counterpart organizations in IP countries will also provide insights into actual experiences in the field.
- 2) An overview of the Japanese government's GII will be provided by a representative of the Ministry of Foreign Affairs of the Japanese government. Representatives of various non-governmental organizations including family planning associations will speak about the pressing needs in the areas covered by the GII.

Note: All participants are welcome to join the symposium.

A Library of IEC Materials

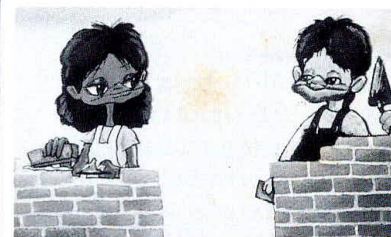
JOICFP has developed a range of unique IEC materials including publications and films that are aimed at sharing experiences and information and at motivating audiences. Among the most effective of these is the series of films that JOICFP has developed and made available on 16mm film and video. The films cover the areas of women in development; adolescents, reproductive health and fertility; family planning/maternal and child health (FP/MCH); and community-based health promotion. Most of the films are documentaries and tell the stories of the people living in the villages of different countries in which they are set. Some are purely educational, providing correct information on such areas as pregnancy and childbirth.

JOICFP's library of IEC materials also includes the educational Magnel Kit, which was jointly developed by the Japan Family Planning Association (JFPA) and JOICFP. JOICFP has also published English and Chinese (Mandarin) versions of the Maternal and Child Health (MCH) Handbook. Please contact JOICFP for more information.

JOICFP ADOLESCENT
HEALTH SERIES
NEW ANIMATED FILM

BEST WISHES

14min, color/English, Spanish



A young couple's struggle to build an equal relationship is the theme of BEST WISHES, the third animated film in a series produced by a joint Mexican and Japanese team.

The film concerns Gaspar and Sara who live in an inner-city slum. The couple faces a crisis when Sara decides she wants to be more independent and work outside the home. As they try to come to terms with this new element in their relationship, they learn the importance of communication and realize that they must reassess male-female roles and respect each other as individuals.

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 ITCINBH

16mm • VTR(βeta, 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