

# JOICFP NEWS

## Bringing Women into the Mainstream

### Reproductive health & rights and women's empowerment are key words for JOICFP

The Japanese Organization for International operation in Family Planning (JOICFP) was established in 1968. The organization, which grew out of the Japanese postwar experiences in community-based family planning/maternal and child health, has developed into the largest Japanese NGO engaged in international cooperation activities in the field of population and reproductive health including family planning. JOICFP has been involved in projects in 25 developing countries where project design and implementation are tailored to meet the needs of the community people. The organization receives most of its funds from UNFPA and IPPF with some support from the government of Japan. It is also actively engaged in its own fund-raising activities.

A major focus of JOICFP's current activities is implementing the Program of Action of the International Conference on Population and Development (ICPD). The people-centered focus of the document works in well with the humanistic approach taken by JOICFP in its efforts to promote health and improve the quality of life at the grass roots.

Involving the community and working closely with local NGOs are central to the work of JOICFP which places special focus on women. One important way that JOICFP aims to promote women's empowerment and reproductive health and rights is through awareness creation and IEC material production. JOICFP actively seeks to achieve self-reliance of projects through such strategies as fee-charging, which also serves to raise the quality of services, and the use of local volunteers. To further promote sustainability and ensure that projects can continue without outside assistance, JOICFP emphasizes capacity-building through training. The sharing of experiences through South-to-South exchanges is an important part of this process.

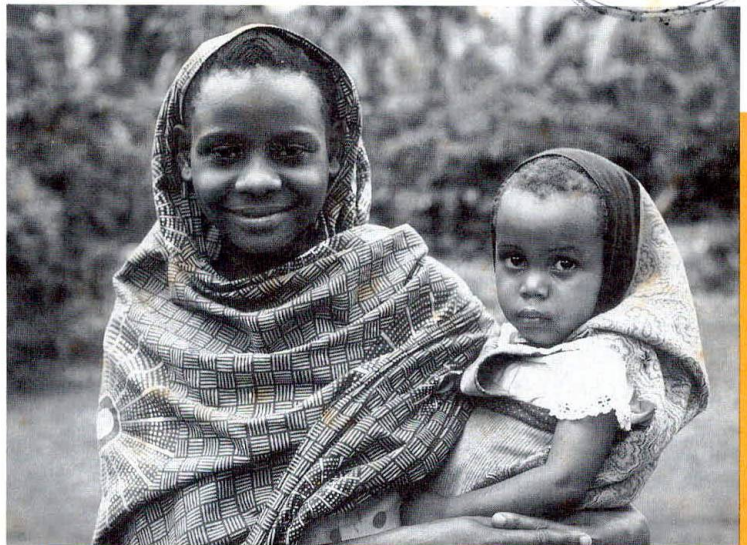
JOICFP seeks to raise the effectiveness of

projects at the grass roots by fostering collaboration between government and NGOs and gaining the involvement of experts and the media. In areas where JOICFP projects are implemented, a tiered system of steering committees is established to involve all levels of authorities from the village up to the central

level and enhance collaboration and support. This system of committees is also contributing to mainstreaming women in policy making and decision making. While women have always been a focus of JOICFP's activities, the organization is now concentrating on creating an environment to ensure that women do not just function as project implementors or recipients, but are involved from the earliest planning stages.

Using the Japanese experience as a base, JOICFP developed an approach that utilizes parasite control as a quick, visible means to improve health and pave the way for the promotion of family planning/maternal and child health integrated with community welfare and development activities. The organization's approach today varies considerably in each of the countries and regions, but the concepts of community participation, education and the integration of health and welfare components needed in each community remain central to the projects. Reproductive health is a focus of all JOICFP's activities.

Establishing outreach services in rural areas

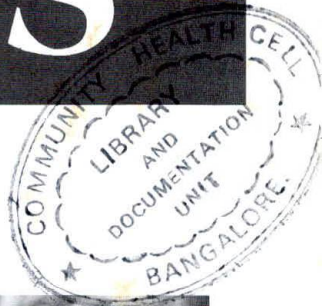


*JOICFP promotes reproductive health including family planning and education to help young women avoid the pitfalls of early marriage and childbirth that rob adolescents like this young mother in Tanzania of a better quality of life.*

is one of the ways that JOICFP seeks to create access to services. Another key strategy is the promotion of health care on a mass scale as a means to save costs and motivate and educate communities. This approach has been particularly successful in Asia where the community spirit is strong and the concept of privacy is not as deeply held as in other regions.

As an NGO, JOICFP works to link up the Japanese government and NGOs in developing countries and help the government understand needs at the grass roots. JOICFP also assists NGOs to apply for ODA earmarked by the Japanese government for NGOs. JOICFP's NGO status also gives it more flexibility than the government to meet rapidly changing needs, particularly in sensitive areas such as adolescent health/youth fertility and women's health issues including RTIs and HIV/AIDS.

By adapting to meet needs at the grass roots, JOICFP has developed successful approaches out of pilot projects. JOICFP's efforts have paid off in many countries where strategies have been adopted and applied by NGOs and governments.



# Involving Women at All Levels

## Project in China wins endorsement of government

Women have been involved in management and implementation of JOICFP's Integrated Project (IP) from the grass roots up to the central level since it was launched in 1984. They are also the major recipients of the project, which seeks to promote reproductive health including family planning (FP) as a means to improve health and the quality of life at the community level rather than as a means of population control.

The project integrates such components as maternal and child health (MCH), education and primary health care and promotes community development. It is implemented in cooperation with the State Family Planning Commission (SFPC) of the Chinese government and China Family Planning Association (CFPA) with funds from IPPF.

Today the IP is promoted in 18 areas of 16 provinces and autonomous regions where it covers a target population of more than 3.4

and satisfying such basic needs as health, education and safe drinking water. The project promotes reproductive health rather than merely controlling population in line with the resolutions of the International Conference of Population and Development of Cairo."

The project seeks to mobilize the community with parasite control (PC), a quick, visible means to arouse interest in health issues. Provided on a mass scale, PC paves the way for health education and other services such as FP. It also helps mobilize the community to improve environmental sanitation and establish safe drinking water sources.

The project is particularly beneficial for women, who are the main targets of health education and benefit from the reduction of abortion rates through acceptance of FP. By 1992, the contraceptive prevalence rate in project areas of Yunnan Province had risen to 93% from 61%. Meanwhile, one IP area in Yunnan recorded a drop in the number of induced abortions from 17 in 1987 to 4 in 1991. Similarly, the number of abortions in an IP area in Liaoning Province fell from 21 in 1992 to 12 in 1994.

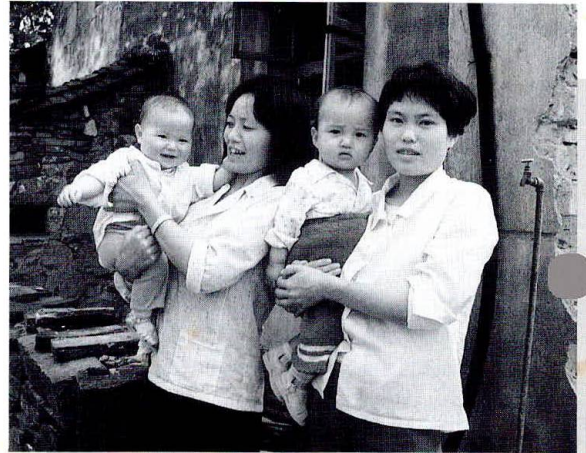
By organizing women into groups such as mothers' clubs, the project paves the way for education on such reproductive health issues as safe motherhood and prevention of RTIs, a serious problem in many areas. Women's groups are also targeted for such income-generating projects as animal raising and vegetable

gardens, which benefit members as well as the community as a whole. Women, particularly FP association members, are also trained as community volunteers.

Women are the main focus of health checkup services provided through local health centers or on an outreach basis under the project. When the mobile van arrives in a village, it is typical for women to form long lines for checkups, despite the fee charged for such services. The thorough checkup and

treatment system has also helped raise the quality of services and contribute to project self-reliance.

One of the positive aspects of the project



*JOICFP's project has helped lower infant and maternal mortality through such activities as regular health checkups.*



*A pregnant woman is examined in a project area where safe motherhood is stressed in services and education.*

has been its success in getting government departments such as health, education and FP to work together. It has also encouraged NGOs and bodies such as the FP association, youth league and women's league to collaborate with government departments.

One of the newest aspects of the project is the Taicang IP Center which is delivering integrated services on a fee-charged basis and offering training. The center, which is providing parasite examination and treatment on a mass scale to all junior high school and primary students in Taicang City, has become a model for project sustainability and quality of care for other areas.



*A strategy of the IP is to reach parents by providing education and services to children.*

million. Its innovative strategies and goal of service sustainability have won it an endorsement from the central and local governments, which actively support activities.

Commenting on the project, Dr. Peng Yu, vice minister of SFPC and chairperson of the National Steering Committee of the IP, said, "The IP is well-suited to the situation of China. It is helping to realize the recommendations of this year's World Summit on Social Development held in Copenhagen in terms of economic development, eliminating poverty

# Women as Decision & Policy Makers

## Asian regional project focuses on women as planners, agents and recipients of services

JOICFP has been implementing the UNFPA-supported Community-based Sustainable Family Planning/Maternal and Child Health (FP/MCH) Project with Special Focus on Women in the Asian Region since 1992. This regional project is being promoted in Bangladesh, Laos, Nepal and the Philippines. JOICFP is also involved in projects in China and Vietnam.

The emphasis placed on women in the regional project reflects the aim of making them the center of the project, not only as health agents or recipients of services, but as policy-makers, decision-makers and evaluators. By working to mainstream women in all levels

established from the village up to the central level to implement the project. While men are involved in these, particularly community leaders, JOICFP aims to ensure women have positions with decision-making power. This has been particularly effective in Bangladesh, for example, where men are involved in the top level of the project and therefore endorse the activities, but women are in charge of decision and policy making. Today, in all of the six projects in Asia, women are involved at the managerial level.

One of the challenges for JOICFP in Asia is to ensure quality of care in the provision of reproductive health care services including FP at the community level. The quality of care issue is a particularly important one since JOICFP seeks to provide access to services in rural areas through outreach services rather than clinics, and aims to promote project self-reliance through fee-charging.

The projects promoted by JOICFP are community-based and seek to mobilize the community people to work together to help themselves. Utilizing the

community spirit and bringing people together for mass health-care activities is particularly well-suited to the Asian context where the concept of privacy is not as deeply held as in other regions. In Laos, Vietnam and Nepal, for example, women assemble for mass education and eagerly take part in interactive sessions concerning such sensitive issues as contraception. In Laos, women can be seen speaking out at such meetings to offer personal experiences and help others with similar problems. The open nature of these events is viewed as positive and encouraging for women. While individual counseling is still part of the



*JOICFP seeks to empower women such as these in Nepal by getting them to work together to improve the quality of their lives.*

project activities, the mass approach is promoted smoothly and generally does not conflict with the quality of care issue.

Training and education is another major area of JOICFP's work in Asia. The promotion of South-to-South collaboration has been particularly effective for sharing experiences and information. JOICFP facilitates such exchanges within Asia and interregionally.

JOICFP also produces a variety of IEC materials for the region including a broad range of printed materials, films and videos. One of JOICFP's latest projects, the still-photo video series, *Asia's Path to Development*, portrays Asian traditions that contribute to the well-being of community people and form the basis of strategies for project promotion in the region. This innovative series focuses on such aspects of Asian culture as the community spirit, which is an ideal building block for projects in Asia. In providing insights into the Asian approach to development, JOICFP presents a different model of development than the Western one. The series also offers valid experiences that can be applied in other regions.



*In Bangladesh, JOICFP recruits young women to work as family development volunteers to promote reproductive health services and education in communities.*

of the project, JOICFP seeks to redress gender imbalances that often characterize the planning of projects aimed at raising the health and status of women.

In each of its projects, JOICFP aims to create an environment where women will be able to continue their involvement in activities once outside assistance is withdrawn. To create such an environment, JOICFP focuses on involving men, while ensuring that women have positions of power at all levels of the project.

One way that JOICFP seeks to achieve this is by positioning women at each level of the tiered system of steering committees that are



*Women volunteers are trained to work as counselors in Laos.*

# Action for Women by Women

*JOICFP is active in five countries in Africa where the main focus of its activities is to improve health and raise the quality of life through the promotion of reproductive health including family planning. While the components of the integrated projects and implementation varies in each country, women are a major focus of all JOICFP projects in Ethiopia, The Gambia, Ghana, Tanzania and Zambia. Some examples of JOICFP's approach in three African countries are outlined below.*

## Ethiopia

JOICFP launched its project in Ethiopia in cooperation with the Ministry of Health in 1990. Despite significant political change in



*Construction of sanitary water supplies has reduced the workload of women.*

the initial years, the project continued with the support of the community people and is today being

implemented in two areas with a population of 60,000. The community-based project integrates reproductive health including family planning (FP) with maternal and child health, nutrition, education, parasite control and environmental sanitation.

The project has contributed to raising the contraceptive prevalence rate (CPR) in the rural

project area from 0.95% in 1989 to 11.8% in 1994, and in the semi-urban area from 17.0% to 25.4%. The national average CPR, at 5%, is the lowest in all of Africa. While women were chosen as the target of the project, an awareness of the importance of gaining male support and working smoothly with local traditions has guided implementation.

One of the ways the project has created favorable conditions for women's participation and acceptance of FP, has been by bringing them together for income-generation projects. The health posts of IP villages function as vocational training centers, shops for selling produce and FP promotion centers.

The project has also assisted women through the construction of covered spring water wells and the establishment of the "Bamako" pharmacy. While promoting FP as a means to improve the health and quality of life of women, the project continues to develop and embrace new aspects to further the process of women's empowerment.

## Ghana

JOICFP works in Ghana with the Planned Parenthood Association of Ghana (PPAG), a pioneering NGO in the field of reproductive health including family planning. PPAG, which is taking the lead in cooperation with the government to expand the community-based distribution (CBD) system in rural areas, has been implementing JOICFP's Integrated Project since it was initiated in 1987. The project, which covers a population of 35,000 and 34 villages, focuses on women as agents to improve health and the quality of life.

The project targets women with services and education, mobilizing volunteers and women's groups, while also fostering male support. It involves a range of components including reproductive health and FP, maternal and child health, health education, nutrition, environmental sanitation and parasite control. A local steering committee based in the community serves as the driving force to involve local governments, community leaders, school teachers and women's groups and to identify needs and elicit community support and participation. Since the project was initiated, the contraceptive prevalence rate has more than doubled in the pilot areas.

One effective way in which the project seeks to raise the status of women is through skills training. In Awatsu and Bontrese villages, for example, young women are trained to become tailors using donated treadle sewing machines from Japan. In Bontrese, the apprentices are taught by a woman leader trained as a dressmaker.

Currently there are 12 apprentices and of the four graduates, three have established their own shops. In Awatsu, the 18 apprentices receive training from a tailor. Six women have so far graduated from this school.



*An apprentice tailor practices on a donated treadle sewing machine.*

## Zambia

The Integrated Project was initiated in Zambia in 1984 and covers a target population of 72,000 in three areas. Implemented by the Planned Parenthood Association of Zambia (PPAZ) and Flying Doctor Service, the project places priority on reducing the maternal and infant/child mortality through the promotion of reproductive health including family planning, maternal and child health, nutrition, education,

parasite control and environmental sanitation.

One of the challenges of the Zambian project has been to involve women in activities, while avoiding a clash with traditional values. Gaining the support of men has been an important step towards achieving this goal.

With one in five children dying before the age of 5 years in Zambia, efforts to reduce malnutrition are well-received. Targeting women, the project fosters women's groups and volunteers and provides education on nutrition and cooking and promotes garden clubs for growing a range of vegetables. Today, there are 40 women's clubs in project areas that ease promotion of other aspects such as FP.

Nursery schools have also helped free women from some of the burdens of child rearing and provide a window for considering the benefits of child spacing.

Each activity promoted under the project is selected for its own practical merits and as a means to bring women together, raise their health and contribute to their empowerment.



*Traditional birth attendants and community-based distributors use bicycles to reach out to communities.*

# Improving Health & Empowering Women

## Women remain a focus of JOICFP activities in the region

JOICFP's activities in Latin America and the Caribbean have focused on women since they were first initiated in Mexico in 1980. Today, JOICFP strives to promote reproductive health including family planning (FP) and empower women with region-wide activities, while implementing country projects in Brazil, Guatemala and Mexico in cooperation with local NGOs and government and with the support of UNFPA and IPPF.

One of the most effective aspects of the



Peer counselors are trained in Sao Paulo, Brazil, to foster self-esteem among adolescent women.

ional project is the production of IEC materials, particularly audio-visual materials. These include the joint Japanese-Mexican adolescent health video series designed to assist sex education. Other regional activities include the organization of seminars and workshops including those to foster the production of local IEC materials, and the promotion of South-to-South collaboration for sharing of experiences and information among developing countries.

In each of the three project countries, JOICFP's approach varies to reflect the needs of community people. In Brazil, where the project was initiated in 1983, JOICFP works with CMI/PF (Centro Materno-Infantil/Planejamento Familia) in urban slum areas of Sao Paulo that are difficult for government services to reach. To approach the large proportion of adolescents in the population, the project incorporates sex education and orientation for youths. This is particularly important for young women, who are most affected by early and unwanted pregnancy. A

serious problem in Latin America, unwanted pregnancy often destroys education and career opportunities for adolescent women.

One way that the project seeks to answer the needs of adolescents is through the "Adolescent Space," which was opened in the project area in Sao Paulo in 1994. A place where young people can gather and obtain correct information, the Adolescent Space utilizes volunteers and trains peer counselors to provide sex education and orientation on issues such as STDs including HIV/AIDS to other adolescents in their communities.

The project in Guatemala was launched in 1988 and is implemented in an area where 90% of the population is indigenous. Most of the target population live in poor, rural areas which are not well served by the government health network. However, while infant and maternal mortality are extremely high and contraceptive prevalence is low, the close community ties make it difficult for outsiders to approach local people with health messages.

To reach the women of the project areas, the implementing agency, Family Planning Association of Guatemala (APROFAM), has recruited the assistance of traditional birth attendants (TBAs). Well-respected in their communities, these women are trained by APROFAM in safe motherhood and other aspects of health care and work as effective agents for mobilizing women to accept health messages and join project activities.

Health kits and bicycles have been provided under the project to enhance the work of these important health agents who also use special Maternal and Child Health Handbooks developed for non-literate users. These handbooks are effective to assist TBAs disseminate information among female clients.

Another aspect of the project that has contributed to women's empowerment is the establishment of sewing academies for vocational training. Utilizing treadle sewing machines donated from Japan, these schools provide training in dressmaking for local women and enable them to produce items for sale to raise funds. The academies have also proved effective for bringing women out of their homes and strengthening the women's network, an important step to mobilizing them



Traditional birth attendants learn how to recognize low-weight infants in Guatemala.

to seek a better quality of life.

In Mexico, the project is implemented by the Mexican Foundation for Family Planning (MEXFAM) and is the most well-established of JOICFP's projects in the region. As such, it has gained considerable experiences and information that are now shared with other countries in the region and other regions.

Women serve as health agents and volunteers in communities where MEXFAM implements the project, which also encourages the active involvement of men. Integrating reproductive health including FP with primary health-care and community development components, the project emphasizes education



Community doctors work with FP volunteers under MEXFAM's program to provide a range of services to women in rural communities.

and utilizes fee-charging towards sustainability.

MEXFAM also focuses on adolescents through its innovative *Gente Joven* program. *Gente Joven* is a comprehensive approach to adolescent health that seeks to involve adolescents, teachers and parents in the learning process. This approach, which creates an interactive situation for sharing information, is effective for deepening understanding among parents and adolescents and promoting dialog between them. *Gente Joven* also uses peer counselors to reach out to young people with correct information.

# Power Through Education

The impact that lack of choice and power has on the lives of three adolescent women in three different countries is the focus of JOICFP's fourth Still Photo Video, *Adolescent Women—Voices Unheard*. The video, developed as an educational material ahead of the Beijing Fourth World Conference on Women, documents



Moni

the lives of the three adolescents with still photos which have been fused together with advanced techniques to create a cohesive story. The video contains photos of that capture the actual lives of the adolescent women and comments made by them.

Moni is a young wife in a remote rural village in Bangladesh. Married at 13, she did

not begin menstruation until six months after her marriage. At 14, Moni must do all the work in the household for her husband's family of 12 members. She had no control over her marriage and now has no control over her life which is destined to remain one of drudgery. "If I have a child, I hope it is a boy," comments Moni. "Life for a woman is never happy."

Luz is a resident of Mexico City. At 15 she met her boyfriend and had sexual relations without understanding the consequences that early pregnancy would have on her education and life choices. Forced to leave school after getting pregnant, Luz married her boyfriend only to separate very soon afterward. Today she is a single mother with a 2-year-old daughter. "I wish I had known better," she comments. "I never want to make the same mistake again."

Despite her young age, Nagor at 19 has a tragic life story. Born the youngest of nine children in a small village in Thailand, Nagor went to Bangkok when she was 15, following in the footsteps of her sister and other village girls. She was lured into prostitution where her life had little value. "I did not know that going to the city would end up in prostitution," she says. "I just wanted to help my family."

In addition to providing insights into these lives, the video highlights the needs concerning the empowerment of women. Equal educational opportunity, access to reproductive health information and services, and a means of economic independence are highlighted as basic requirements for empowering women.

One remarkable aspect of the video is the way it conveys the impact that lack of knowledge and power has on the three adolescent women. Despite the very different cultures and



Nagor

societies, all three suffer because of the lack of control they have over their lives. In doing so, the video provides a convincing argument for education as a means to empower women



Luz

around the world. Available with English narration, the video is an effective tool for sending the voices of neglected young women worldwide to opinion leaders, decision makers, administrators and donors.

## Hands-on Reproductive Health Education

The Magnel Kit is a powerful educational kit jointly developed by Japan Family Planning Association (JFPA) and JOICFP. The kit, a bold visual aid, consists of a metallic folding white panel with male and female reproductive organs featured on either side and 35 magnetic vinyl images that adhere to the panel and to each other. Extremely durable and lightweight, the kit can be carried with ease and used indoors and outdoors, for large and small groups.

The Magnel Kit is designed to be used by educators to teach a range of topics as diverse as male and female physiology, the menstrual cycle, fetal development and contraception use and failure. Educators can write and wipe messages off the white board, or create their own story by placing images in sequence. It is an excellent tool for teaching audiences in any language or low-literacy groups.



While the anatomically realistic parts have been slightly enlarged for educational purposes, the kit is ideal for providing a clear picture of reproductive mechanisms and rolling away prejudices and misconceptions. The kit is available from JOICFP.

## Visual Impact

The development of audio-visual materials is one of the most important areas of JOICFP's IEC material production. JOICFP offers a vast resource of videos and films developed to assist education of a range of subjects such as reproductive health including family planning and women's empowerment. One of the newest additions to these resources is the Women's Health and Status Series of three animated films. Set in Thailand, *My Way* focuses on adolescent sexuality and features four teenage women and the choices they face. *Twin Lotus* is set in China and focuses on reproductive health through the problems encountered by a newly married couple. *Rakhee and Mausee*, which is set in India, focuses on early marriage and education and economic self-reliance for women. It features a girl of 14 who is helped by a friendly widow. Each film was developed jointly with Japanese technical staff and local animation artists and production crews. Contact JOICFP for information.

## Active within Japan

JOICFP is the largest Japanese NGO working internationally in the field of population and reproductive health including family planning, and has the longest history of involvement in this field. Since its establishment in 1968, JOICFP has not only been active abroad, but has established a large cooperative network in Japan involving experts,



*Volunteers count donated used prepaid cards which are sold to raise funds for JOICFP activities.*

government agencies and local governments, parliamentarians, the media and Japanese public. JOICFP utilizes its unique position as an NGO to create awareness of population and related issues such as reproductive health and rights and women's empowerment and to broaden the support base within the country.

JOICFP jointly founded the Municipal Coordinating Committee for Overseas Bicycle Assistance (MCCOBA) in 1988. The body, an association of 15 local governments and JOICFP, grew out of an awareness of the need in developing countries for a non-fuel means of transport to mobilize health workers in the often rough and sparsely populated rural areas.

To answer these needs, MCCOBA began a scheme of shipping reconditioned bicycles from Japan with spare parts to areas of developing countries in Asia, Africa and Latin America where JOICFP projects are implemented. The scheme quickly grew, attracting funding for shipping costs and donations of other items such as treadle sewing machines, stationery goods and toys.

The scheme has helped focus attention in Japan on the health and welfare needs of community people, particularly women and children, in developing countries. In recipient countries, the bicycles have given health-care workers a practical means of transport and raised their status within their communities.

This has been beneficial for women in African villages, for example, where bicycles are usually used by men for business. Over 60% of the bicycles sent abroad are used by women. As of June 1995, 14,000 reconditioned bicycles with spare parts had been sent to 35 countries.

The donation of treadle sewing machines has also mobilized support in Japan and brought benefits to community people in developing countries. In most recipient countries, the sewing machines are used to train women to become tailors and earn income for themselves or community projects. In some African countries, for example, one machine can support an entire family and is worth two or three times the cost of a bicycle. Meanwhile, stationery goods are contributing to literacy and health-care record-keeping, while toys are proving useful for attracting children and mothers to nursery schools, mothers' clubs and other activities

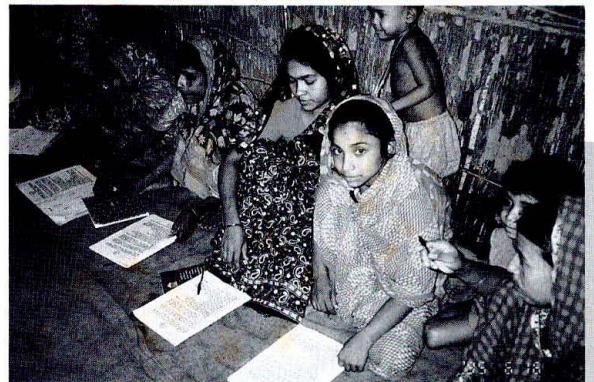
promoted under the project.

In 1993, JOICFP launched its prepaid card campaign, a fund-raising scheme that has focused media attention across Japan on the situation in developing countries. By seeking the donation of used prepaid cards rather than cash, the campaign sparked a dramatic response from individuals, institutions and businesses. Cards sent to JOICFP are sold to collectors. As of August, JOICFP had received 6 million cards with those that have been sold generating approximately ¥33.2 million (US\$338,000 at an exchange rate of ¥98 to \$1). The campaign has been carried by all major newspapers across the nation and featured on TV and radio. One of JOICFP's strategies has been to utilize media attention to provide simple messages on what the value of one used prepaid card means in terms of improving the quality of life in a recipient country. This approach has been effective for deepening understanding within Japan.

The innovative donation schemes are part of what JOICFP calls its domestic campaign. These and other activities such as publications, seminars and meetings continue to do much to raise awareness and support in Japan.

## A Role for JOICFP in GII

As a pioneering Japanese NGO internationally involved in the population and reproductive health field, JOICFP has been playing an active role in the Japanese government's Global Issues Initiative (GII) on Population and AIDS. Announced in February 1994, the GII came out of the common agenda developed by Japan and the U.S. It earmarks US\$3 billion of Japanese ODA over seven years (1994 - 2000) for population and HIV/AIDS activities in developing countries. In announcing the GII, the government outlined a commitment to working closely with NGOs in the field and focusing efforts in a "comprehensive" or integrated approach that seeks to tackle related issues such as women in development, education and children's health. Twelve countries have been nominated as



*The GII emphasizes a comprehensive approach to population assistance including education for the girl child. JOICFP is cooperating with the government to provide an NGO perspective to ODA activities under the GII.*

priority countries under the initiative.

JOICFP has already contributed to the GII by participating in project formulation missions to Indonesia, the Philippines and Bangladesh. It developed country situation analyses of Mexico, Ghana and Senegal, providing an NGO perspective in recommendations. JOICFP also provides course leaders for human resource development training on the GII.

Since March 1994, JOICFP has been one of the participants of regular meetings between the Ministry of Foreign Affairs (MOFA) and Japanese NGOs. Held to discuss progress of the initiative and share information, the meetings allow NGOs to actively contribute to the GII process.

## VOICE OF VOICES

By Chojiro Kunii

### Brave and Angry Women — from Cairo to Beijing

Once again, "brave and angry women" are coming together. Their shared goal is to make their voices heard at Beijing.

In 1952, IPPF was founded in Bombay, India, by "brave and angry women" from all over the world including Margaret Sanger from the U.S., Rama Rau from India and Shidzue Kato from Japan. The goals then set by the organization were to bring freedom to suppressed women and improve women's

health and status.

However, during the 1960s and 1970s, the original concept of family planning (FP) — as a means for individual women to exercise their basic human rights and claim an equal footing with men — was lost. Family planning was used instead as a tool to solve population problems in developing countries. Family planning was incorporated into national population policies, thus departing from the true concept of ensuring individual choice and rights.

The original idea of FP as a means to improve the health and well-being of individuals was overlooked during these decades and FP became a slogan used by governments to create a more positive image

for top-down population control policies. Family planning, which had come to symbolize a means to achieve a happier life for women, was utilized to solve population problems.

Despite considerable controversy, the Program of Action was adopted at the International Conference on Population and Development (ICPD) in Cairo in 1994. This was indeed a victory, since the majority of recommendations embody women's perspectives. The phrase "reproductive health and rights" was adopted as a central focus of the program despite strong opposition, particularly from the Catholic church.

Looking back, I can see that this opposition was a significant challenge for the brave and angry women in the conference hall. When I looked at these women, I could feel the same shared sense of anger that united the women in Bombay 42 years ago. This anger is today uniting women as a force for the Fourth World Conference for Women in Beijing.

### DIARY

— Dr. **Fred Sai**, president, IPPF, was in Tokyo to give a keynote speech at the symposium to commemorate World Population Day on July 11 and to meet and exchange information with JPPF parliamentarians and officials of the Ministry of Foreign Affairs. He was accompanied by **Mark Laskin**, assistant secretary general, IPPF.

— **Richard Frank**, president, Population Services International (PSI), visited JOICFP on July 13 to exchange information.

— Thirty-four participants from 10 countries and representatives of WHO and UNICEF attended the 17th APCO Parasitologists' Meeting organized by Japan Parasite Control Association (JAPC) in cooperation with JOICFP in Tokyo from July 18 - 20.

— Representatives of eight NGOs including JOICFP attended the NGO Meeting with the DAC Appraisal Mission headed by **Eugenio D'Auria**, premier counselor, Permanent Delegation of Italy to OECD, in Tokyo on July 20.

— Dr. **John Rogosch**, director, Office of Population, Health and Nutrition, and **Paul White**, minister counselor for development

cooperation, U.S. Embassy in Japan, visited JOICFP on July 21 to exchange information.

— **Ben Messaoud Fathi**, director general, National Family Planning and Population Board, Tunisia, visited JOICFP to attend a seminar on FP in Japan, IEC development and international cooperation on July 27 and 28.

— JOICFP staff member Tetsuo Kato was in Guatemala and Mexico from July 16 - 30 to attend the Latin America Regional IEC Workshop on Adolescent Women's Health in Guatemala and conduct project monitoring and coordination in Mexico.

— **Peter Donaldson**, president, Population Reference Bureau (PRB), U.S., visited JOICFP on July 31 to exchange information. He was accompanied by **Machiko Yanagishita**, senior demographer, PRB.

— Dr. **Hirofumi Ando**, deputy executive director, and **Jyoti Singh**, deputy executive director, UNFPA, visited JOICFP on Aug. 2 to exchange information.

— **Rokhsana Khondler**, executive director, Khan Foundation, Bangladesh, visited JOICFP on Aug. 7 to exchange information.

### Government Commitment

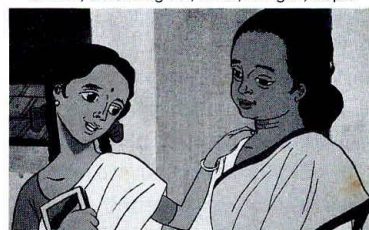
At the International Conference of Population and Development (ICPD) held in Cairo in 1994, the leader of the Japanese delegation, Deputy Prime Minister and Foreign Minister Yohei Kono, stressed Japan's commitment to providing assistance to promote reproductive health in developing countries. This significant endorsement was reiterated by Japan's Prime Minister Tomiichi Murayama at the Social Development Summit held in Copenhagen in March 1995. At home, the government recently passed a supplementary resolution concerning the Eugenic Protection Law that includes the terms reproductive health and rights and is actively seeking the partnership of NGOs in ODA activities. These developments and the government's increased funding to multilateral agencies and organizations such as UNFPA and IPPF show an encouraging commitment to implementing the ICPD Program of Action.

#### JOICFP Women's Health and Status Series

A New Animated Film

### RAKHEE AND MAUSEE

12 min., Color/English, Hindi, Bengali, Nepali



Education is a key to improving the health and status of women. The process of change begins with learning how to read and write. As women use these skills to earn money, they gain the power to make decisions for a better future.

RAKHEE AND MAUSEE is a joint Indian-Japanese production and part of the women's health and status series of animated films. The theme is early marriage and the story concerns 14-year-old RAKHEE whose fate is changed by an independent woman called MAUSEE.

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

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