



## Into the video age

The world is moving into the video age, and for many FPAs the opportunity is now being seized to reinforce the family planning message through this new medium.

In order to promote this potential for improved communication, IPPF has linked up with the Center for Communication Programs at The Johns Hopkins University to distribute a new video entitled *Entertainment Educates* to FPAs around the world.

This production draws on examples of video productions in 13 countries, from Egypt to Nigeria and Mexico to Turkey, to show just how powerful the medium can be. It includes the powerful TV campaign in Jamaica built around the theme of 'Before you be a mother be a woman', the telephone hotline in the Philippines, the vasectomy animation comedy in Brazil and soap opera in India.

Dr Phyllis Piotrow, director of The Johns Hopkins Program, will be sending the video, together with a short promotional video from Guatemala — where the Centro Regional de Audiovisuales (CREA) has

## IPPF memo

IPPF Memo will appear every two months and will be distributed with Open File to family planning associations world-wide. FPAs requiring further copies should send their orders to IPPF Distribution Unit, PO Box 759, London NW1 4LQ, UK. Your reactions and comments will be very welcome.

Edited and produced by Christine Hawkins, Publications & Communications Services, IPPF.

# IPPF memo

**"IPPF is not just a federation of voluntary associations, it is a network of people with common aims and values and a single vision of a better tomorrow for families everywhere. But any network needs the lifeblood of communication. IPPF Memo will, I hope, be one stream in a river of information: a stream which feeds from the centre to all our members and from our members to the centre. Its simple aim is to make sure that all our staff and volunteers know what is going on internationally via the IPPF Central and Regional Offices, and what help and services the various offices can provide. It begins modestly, and with the interest and feedback from its readers — from all of you — I am sure it will thrive."**

*Halfdan Mahler, Secretary General*

joined up with the IPPF affiliate Aprofam — to each FPA in the appropriate format.

An accompanying letter from IPPF Secretary General, Dr Halfdan Mahler, says that he believes these examples will provide an important model for FPAs.

## A dollar shared is a dollar doubled?

Save the Children, CARE UK and ActionAid were among the well-known NGOs working in development which attended a consultation held early in 1991 by the UK's Overseas De-

velopment Administration (ODA). The purpose of the consultation was to explore attitudes towards population activities and family planning among these NGOs. For various reasons, many of them in the past have not acknowledged the importance of family planning within the broad development scenario. ODA hoped to open a dialogue between these NGOs and ODA on population and, eventually, to develop a greater degree of collaboration in this area.

IPPF sent representatives to the meeting as observers and since then has followed up the discussions by inviting the organizations to

come to IPPF to try to identify ways of working together more closely in field programmes. It could be seen that there were advantages to be gained all round — for IPPF, FPAs might thus be able to extend their areas of work, while the agencies might be able to draw upon the expertise of FPAs in the area of family planning.

CARE International, for example, has this year signed an agreement with USAID for a large support grant for population activities. Following discussions at IPPF with the Overseas Director of CARE UK, FPAs have been urged to get in touch with CARE country directors to offer their collaboration and support in what may be new directions for in-country CARE activities.

## Challenges project

Six FPAs — Ireland, Korea, Madagascar, Paraguay, Sri Lanka and Yemen — have been participating in the 'Family Planning Challenges for the 1990s' initiative and since May 1990 have been undertaking a strategic thinking process. This has given them the opportunity to make a close examination of what they have been, where they are now, and where they would like to be by the end of this decade.

The strategic thinking process was intended to generate additional vigour and self-confidence in the FPAs, as well as presenting them with the opportunity to establish new goals and revive their pioneering spirit.

The Evaluation and Management Audit Department (EMAD) has been working with the Regional Bureaux to evaluate these efforts in order to determine what lessons IPPF can learn and

apply to the next 15 to 20 FPAs which will be joining the Challenges initiative this year.

A compendium of short 'snapshots' of the way in which strategic thinking took place in these FPAs, and the problems experienced, is being prepared. This should be available from Regional Bureaux by mid-July.

More extensive reports of the planning processes in Ireland, Korea, Paraguay and Sri Lanka should also be available from the bureaux at about the same time.

## Photographic contest

One way IPPF will be marking its fortieth anniversary in 1992 is through a photographic contest.

Entries are invited from all FPAs in the Federation and the competition is open to anyone within or associated with an FPA, whether amateur or professional. Each association may submit up to six entries, which can be colour slides or black and white prints, or a mixture of both.

There are two sub-categories: portraits, or photographs that depict the theme of the IPPF fortieth anniversary Members' Assembly in October 1992 — 'Forty Years of IPPF, Meeting Challenges: Promoting Choices, A Better Future for All'. Entries have to be submitted by 31 December, 1991. They will be judged in February 1992 and the winning photographs will be displayed at the 1992 Members' Assembly in New Delhi.

There will be prizes of cameras and other photographic equipment, and all FPAs can also recover the cost of film, processing and mailing of entries, up to an amount of US \$50.00.



## AIDS Prevention Unit

### Unmasking AIDS

In 1990 the AIDS Prevention Unit produced the video *Unmasking AIDS*. It shows how working with groups and using drama and puppetry can all contribute to educational work about HIV and AIDS with young people. *Unmasking AIDS* won the Shell International Award and has been well received when shown at workshops.

Now the Unit has ready the training pack designed to accompany the video. The pack provides a scene-by-scene synopsis of the video, together with trigger questions and activities which can be used with groups to explore the issues raised. It is available from the Unit.

### Counselling pack

Work is also under way in developing a counselling video/training pack. This is being produced in response to the expressed needs of participants who have attended workshops facilitated by the AIDS Prevention Unit.

The aim is to highlight

the relevance of counselling skills to all family planning work — not just that concerned with HIV infection. Financial limitations mean the video will be filmed in London. It will show actual counsellors from different ethnic groups responding to problems presented by clients (played by actors).

These scenarios draw upon the experiences of counsellors in the regions and will demonstrate counselling skills in relation to a range of sexual/relationship problems which clients may bring up when attending a family planning clinic. The film is intended as a training resource for family planning staff and will be accompanied by training materials; it should be available later in the year.

For details of these resources, contact Jacqueline Doyle at the AIDS Prevention Unit, IPPF.

### AIDS Watch

*AIDS Watch*, which has been produced for the last three and a half years in conjunction with the League of Red Cross and Red Crescent Societies and

the Panos Institute, has temporarily ceased publication. Funding is being sought to bring back the publication in a new format next year.

The revised *AIDS Watch* will provide practical guidelines for the development of programmes relating to HIV, AIDS and STDs and for the integration of HIV and STDs within primary health care and community development, within a context of sexual health.

## Sexual health

The Unit is continuing to explore the concept of sexual health and its relevance to the work of FPAs. Discussions have taken place both within the Central Office and with some of the regions.

FPAs with an interest in developing work on sexuality within their programmes or services are welcome to contact the Unit's sexual health adviser, Peter Gordon (via their regional directors).

## Programme officers

Members of the Unit are about to begin training activities at FPA level in the Africa Region in support of the AIDS programme officers based in Lomé and Nairobi.

A new programme officer, Florencia Roitstein, has joined the Western Hemisphere Region, and similar posts are about to be created for the Arab World and East and South East Asia Regions.

## Management Systems

### Computers and you!

The Management Systems Department (MSD), which is responsible for all computer-related projects, has published a non-technical

brochure called *IPPF, Computers and You!*

The brochure outlines the computer services which can be requested from IPPF. These are available to all member associations if the request receives regional support. Services include technical advice, initial studies, assistance with installation, on-site training, selection of software, software programming, and so on.

The brochure describes how these services can be obtained and outlines examples of projects already completed. These range from initial feasibility studies, through the development of specialized software, to networking of existing computers.

Any member association interested in more information and the brochure should contact its Regional Bureau.

### Modem connections

Any member association that has a computer and reasonable telephone facilities can contact the IPPF Central Office in London and be linked to our computer network. Several facilities are available, including international electronic mail, a direct link with the IPPF network of 140 computers or a link with just one computer.

If an FPA already uses a FAX machine internationally, it is likely that a modem will work satisfactorily — unfortunately this is not true in all countries.

Advice on methods of electronic communication, electronic mail, FAX facilities including the FAX-ing of the contents of computer disks direct is available from MSD.

### Information technology for Africa

The Association of Chief

Executives of FPAs in the Africa Region (ACEFPAAR) voted unanimously at a recent meeting to adopt its first Strategic Plan Initiative Regarding Information Technology (SPIRIT). The plan, which forms part of IPPF's world-wide plan for systems and computers, is itself part of IPPF's Strategic Plan.

The Africa plan details how, between now and the end of the century, nearly all the member associations will be computerized, provided with 'IT' support, and aided in the development of their own skills locally. Not only does the plan provide for support from the region and the centre, but also for inter-regional co-operation which has already resulted in very successful exchange visits between Africa and the Western Hemisphere Region (WHR).

At the meeting, the Association received a first-hand account of WHR experiences in implementing such a plan and lessons learned. One of the major messages which the speakers stressed was the existence of good communications before embarking on any 'IT' project.

The regional office in Nairobi is now well into computerization itself and over the next few months will be providing much-needed additional support in this area.

### Purchasing and Supply

#### Catalogues coming

The Purchasing and Supply Department is currently working on several projects designed to improve the service given to FPAs.

First will be an IPPF catalogue of the medical equipment we can supply, giving details of standard

specifications. This should be available towards the end of the year. It will be followed by similar catalogues for audio-visual and office equipment and for vehicles.

Product data sheets for each contraceptive product available are being prepared. These will give information on formulation, product life, storage conditions, lead times and packaging specifications.

The department is also drawing up individual FPA profiles, which will enable us to have readily available records of FPAs' environments and special requirements.

### Logistics manual

The Purchasing and Supply Logistics Manual has now been completed. It is available in English only at present, but we hope to make other language editions available in due course. Further details can be obtained from the Regional Bureaux.

### Technical assistance

The department is extending its capacity to provide technical assistance in the management of commodities. This is reported as a priority area by many FPAs and the department would like to make its services available wherever and whenever possible. Requests for assistance should be made through the Regional Bureaux as usual.

### Medical

#### IMAP meeting

An important aspect of the work of the Medical Department is to act as secretariat to the International Medical Advisory Panel (IMAP). The next meeting of IMAP is due to take place in Santiago, Chile, at

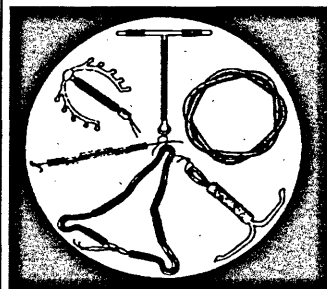
the end of October 1991.

A medical seminar is being planned after the meeting and medical directors of FPAs of several Latin American countries will be invited to participate. The aim of seminars such as this is to create a better understanding of the problems encountered at country level and provide the opportunity for specific problems to be discussed.

IMAP ensures that the Federation acts on the latest and best information about medical research and development. Its advice enables IPPF and FPAs to speak and act with confidence on such matters as the safety, effectiveness and acceptability of contraceptive methods; standards of clinical, community and commercial service delivery; as well as the scientific aspects of the manufacture, supply and storage of contraceptives.

The Panel usually meets twice a year. Its views and advice on methods of fertility regulation and other family planning issues are disseminated in the form of IMAP statements and sent regularly to all FPAs, as well as being published in *IPPF Medical Bulletin*. Highlights of the meetings are also distributed.

### New IUD book



The latest medical publication is *Intrauterine Contraception*, which is now available from the Distribution Unit.

This is the fifth edition of the first publication IPPF produced on one specific

method of contraception. It reflects a renewed interest in IUDs, and the whole new generation of copper-releasing IUDs — with impressively low pregnancy, bleeding, expulsion and removal rates — that have appeared in the 13 years since the previous edition. Even newer ones — containing progestagens, for example — are currently being evaluated.

The book also includes a section on the mechanism of action of IUDs. In the last few years several studies and a World Health Organization report have concluded that the mode of action appears more likely to be based on interference with the process of fertilization rather than interference with the process of implantation.

*Intrauterine Contraception* is available in English only at present; Spanish and French versions will follow shortly. The price is US \$6.00, though FPAs may order 10 free copies each.

## Population Day appeal to Pope

To mark World Population Day — 11 July — IPPF's President, Dr Fred Sai, sent a letter to the Pope calling for an open dialogue between the Catholic Church and family planners.

This is the first time in IPPF's history that the Federation has been in direct contact with the Vatican. In the letter Dr Sai said that most people of all faiths agree that rapidly increasing human numbers allied to present consumption habits and damaging technologies are threatening Man's sustainable future on Earth.

The IPPF President acknowledged the Church's concern for economic justice and human rights, for

the poor and for individuals afflicted by disaster or denied their social rights. But, he pointed out, these are similar to the concerns that have been the driving force of IPPF for 40 years: concern for the health and welfare of women, their children and their families. And he stressed the common aim of the Church and family planners to reduce high levels of abortion.

Dr Sai also referred to recent statements attributed to the Church that the Pill and other forms of contraception have not liberated women but enslaved them and said that this "shows the deepest misunderstanding of the family planning movement".

He called for a "sensitive dialogue to be opened between the Church and those who believe as I do that voluntary family planning is the best protection against abortion, as well as a major contributor to saving women's lives, and a human right".

The letter was circulated to the Press, and, in addition, several Central Office staff members were interviewed by the media for World Population Day.

## Arriving shortly — the new annual report

IPPF's 1990-91 Annual Report, with the theme 'Sowing the Seeds of Change', will soon be being despatched to all FPAs. It looks back on a year which, according to IPPF's Secretary General, Halfdan Mahler, has been dominated by a sense of contradiction.

On the one hand there appears now to be virtually universal recognition of the significance of family planning to the future well-being of mankind, but on the other this is not

matched by financial commitments — nationally or internationally — and demand is growing more rapidly than resources.

IPPF stands or falls by the performance of its member associations, the Secretary General says, and he outlines the Challenges project whereby FPAs find ways of increasing their relevance and effectiveness.

Within the Central Office itself a process of realignment is taking place to ensure that the FPAs can be fully supported. Renewed emphasis is being given to the Regional Bureaux as the management level closest to the associations.

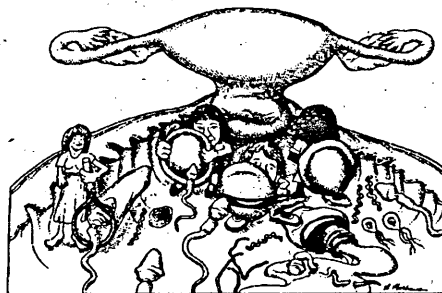
The resources of the Central Office are being re-examined to make sure that

they are fully adequate to the task of supporting the regions, which in their turn will have a greater degree of control over their own budgets and programmes to enable them to support the FPAs in the ways which are most flexible, most appropriate, and continuous.

## Central Council

Dates have been confirmed for the IPPF Central Council meetings at the Marrakesh Convention Center, Marrakesh, in November 1991. The Central Executive Committee will meet on 13, 14 and 18 November; Central Council from 15 to 17 November.

## Wallchart offer



Three Medical Department wallcharts are still available to FPAs at US \$6.50 (£3.95) each including postage and packing. They are:

Barriers and Spermicides for Contraception (from which the above drawing is taken)

IUD Wallchart

Sterilization Procedures

Please complete the box to the right, entering the numbers of each poster required, and send it with your remittance to:

Distribution Unit,  
PO Box 759,  
Inner Circle,  
Regent's Park,  
London NW1 4LQ,  
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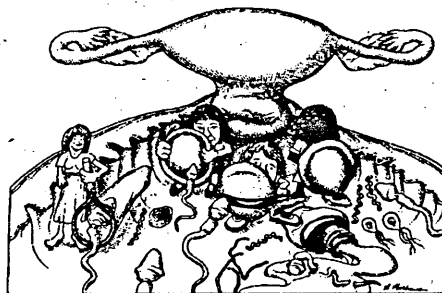
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