

CAMPAIGN ON Population/Reproductive health/Gender Issue

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Learning objectives

- ➡ Overview of the campaign on Population/Reproductive health/Gender issue in Vietnam
- ➡ Sharing experiences with the view to strengthen the mutual understandings and cooperation for common objectives.



Contents

- ✓ Policy campaign for the socio-development of Vietnam
- ✓ Some major techniques and methods used in the campaign
- ✓ Some lessons learnt from the campaign and propaganda on Population/Reproductive Health/Gender



History

- ❖ The campaign has been done in Vietnam in different contexts. No matter what context, campaign is understood as the persuasion of a subject to perform a certain action. The action should be performed at:
 - ➡ Individual, household level
 - ➡ Organizational, institutional level

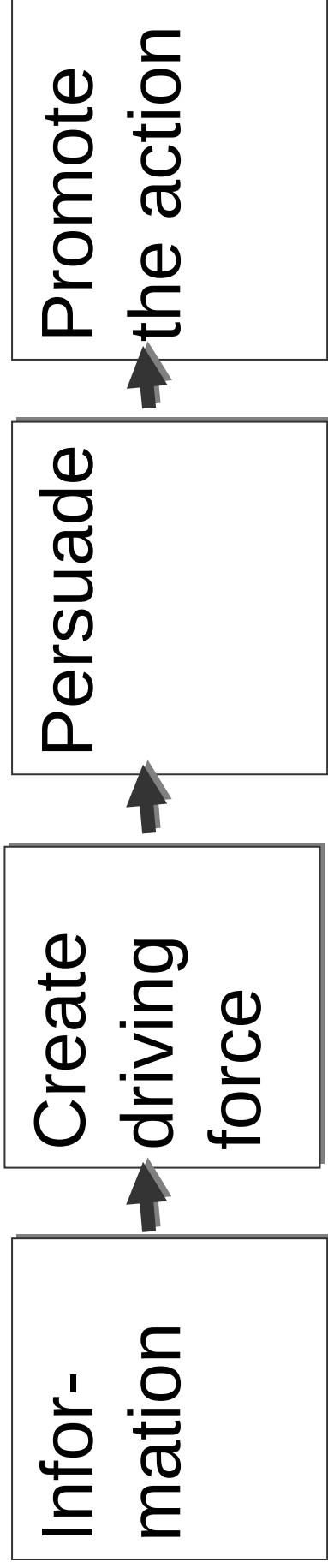


Some conceptions

- ❖ There are many actions to manifest the campaign, but the key issue of any campaign strategy is: ***To propose and send messages with appeal for action to the leaders, managers and policy makers.***
- ❖ Therefore, the nature of the campaign is Persuasive Communication Strategy



Persuasive communication



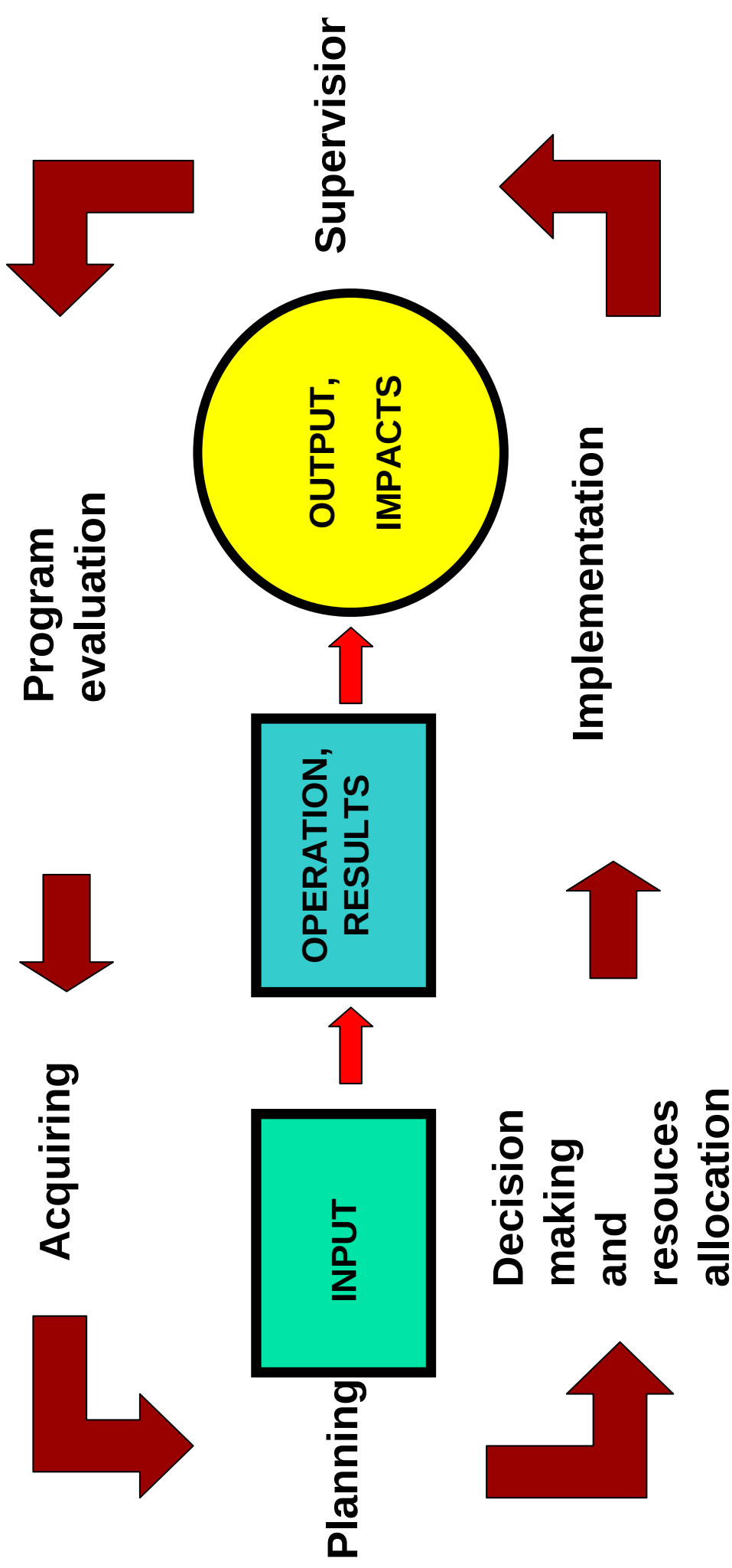


Concept

- ❖ **Campaign is a communication strategy aiming at changing and improving the policy environment, creating resources and building favorable environment of social public opinion for Population/Reproductive Health/Gender**



PLANNING CYCLE





Objectives

- ❖ Policies: To revise and modify the current policies with the view to improve the policy environment
- ❖ Resources: To mobilize the necessary resources from the State budget and organizations
- ❖ Public opinion: To obtain the support from prestige and influential persons



Context of campaign implementation

- ❖ When policy is unavailable: to campaign for the formation and approval of the policies
- ❖ When policy is available: to campaign for creating resources for policy implementation
- ❖ When policy has been implemented for a while: to campaign for the modification and improvement of the policies following the development process and overcoming the unanticipated consequences of the policies



Subjects of impacts

- ❖ Policies: policy makers, leaders or managers of elective or authority agencies
- ❖ Resources: leaders of the budget management agencies, organizations with sponsor possibility
- ❖ Public opinion: activists, contemporary well-known persons



Expected results

- ❖ To present the modification of the law, the policies and the mechanisms in writing
 - ➡ At Central level: Law, ordinances, resolutions, decrees, decisions, instructions, circulars
 - ➡ At city and provincial level: resolutions of the People's Council, decisions and instructions of the People's Committee, decisions of the subordinate departments, branches and industries
 - ➡ At grassroots level: Community construction standards, village conventions, indoctrinations from the village patriarchs, religious dignitaries



Campaign

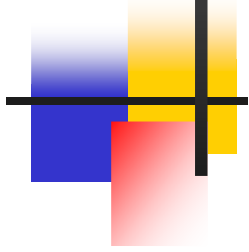
	Campaign	
Objectives	Policies, resources, support	
Subjects	Leaders or managers of organizations or agencies	
Expected results	Policy document, resource allocation	
Social significance	Change for benefits of the society	



Campaign steps

- ❖ To research and analyze
- ❖ To build the plan
- ❖ To implement
- ❖ To supervise
- ❖ To evaluate and continue

Campaign methodologies





Individual campaign method

- ❖ In forms of:
 - ➔ Meeting, conferring at the offices or official meetings
 - ➔ Meeting at sports or music performance events or political activities
 - ➔ Receiving guests
 - ➔ Mails, documents, appeals, petitions
 - ➔ Telephone



Group campaign method

- ❖ In forms of:
 - ➡ Discussion
 - ➡ Conferences, workshops
 - ➡ Training, site visit
 - ➡ Forum, events
 - ➡ Fund mobilization activities



Social campaign method

❖ Roles:

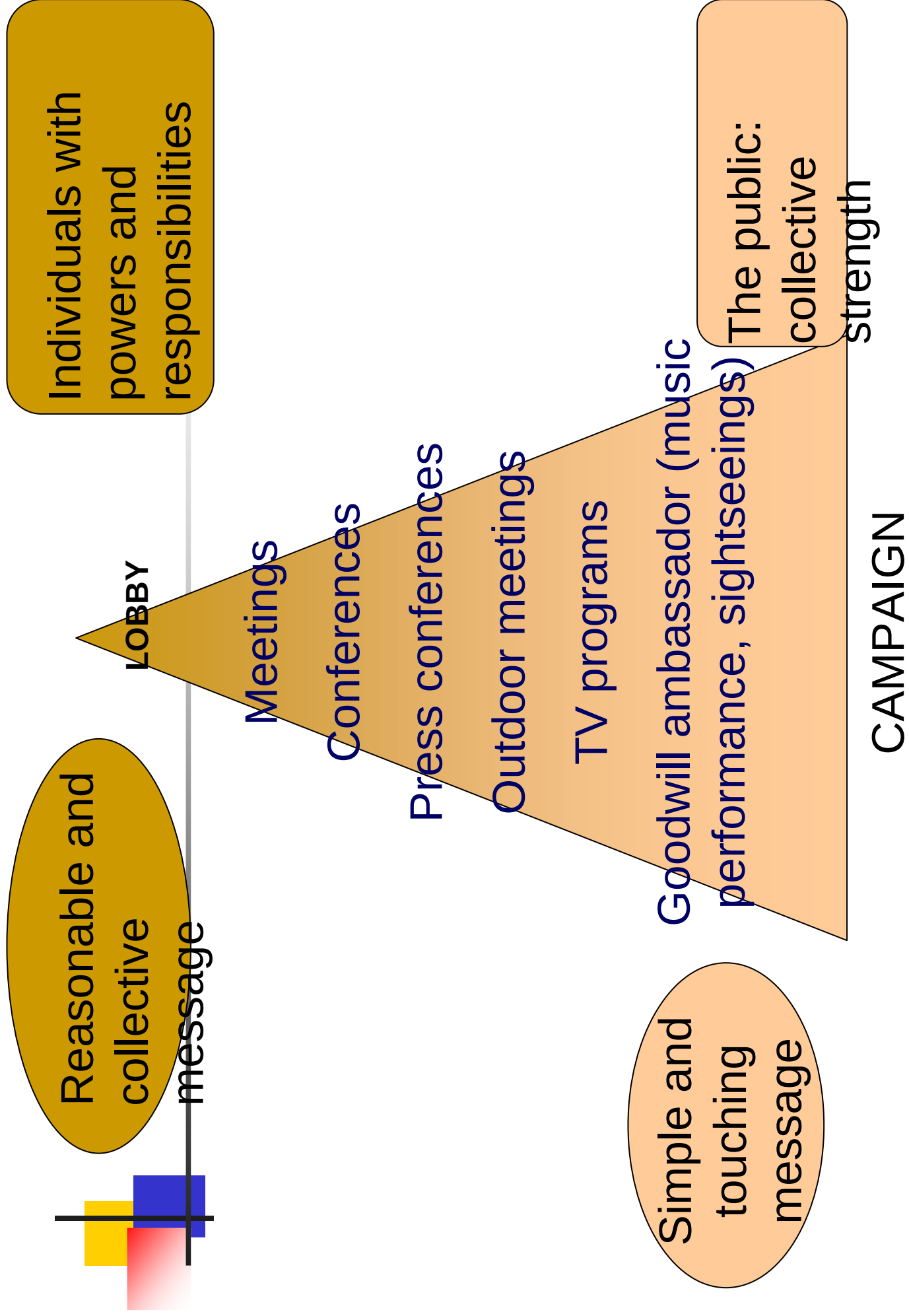
- ➡ To create the agenda: information on mass media has become the discussion issue of the public and social opinion
- ➡ To form the contents and tone of information: stress on the social context and policy factors
- ➡ To popularize and maintain the policies: regular update information about events and related evaluations and comments



Social campaign method (cont.)

❖ Characteristics:

- ➡ To exploit the irrational issues in the mechanisms, policies and resources
- ➡ To propagandize and magnify the public opinion and the views of the appropriate authorities
- ➡ To approach the leaders, managers and policy makers and enforcers
- ➡ To prepare and build the environment of public opinion for the changes





Situation: Imbalance in the sex ratio at birth (SRB)

- ❖ Vietnam's actual situation : in 2007 SRB: 111. There were 31 out of 64 provinces with SRB of 110 and higher [*Provinces with highest SRB.doc*](#)
- ❖ The imbalance in SRB in Vietnam is now similar to the situation of China in 20 years ago. Currently, China's SRB is 120, India: 108, Bangladesh?? [*SRB figures.ppt*](#)



CONSEQUENCES

- ❖ To get rid of the embryo and new born babies on the gender basis
- ❖ Gender imbalance in the future; male surplus and female shortage
- ❖ Family structure imbalance
- ❖ Women and girl children trafficking cross the borders



- ❖ Reasons: the couples, the relatives, tradition, reproductive health service system???
- ❖ The actual situation of policies and policy enforcement can satisfy: concern or not, policy enforcement or not, having suitable sanctions or not???
- ❖ Relevant subjects: the States, the community, civil society, international organizations???



- ❖ Indicators for the intervention in the plans and programs: of the branches, inter-branches???
- ❖ Major message???
- ❖ Subjects of impacts???
- ❖ Expected results???

[Legal framework.doc](#)



THANK YOU
AND HAVE A PLEASANT STAYING
IN VIETNAM!