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Emerging Social Issues Division
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Article **New Directions in Family Planning Communication:
12 Predictions for the 1990s**

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Abstract This article describes why Governments in Asia should give more attention to information, education and communication in their family planning programmes. It also points out the new directions that family planning communication in Asia need to take to become more effective in the next decade. In general, it predicts that in the 1990s, policy makers and programme administrators, equipped with the latest in modern communication technologies, will turn increasingly to well-designed communication campaigns to achieve success in their programmes.

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