

# FACE+FACE

THE FACE OF WOMEN'S RIGHTS



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Face to Face began in 1996 as a UNFPA public awareness campaign designed to build support for increased funding - nationally and internationally - for services that will allow women and girls everywhere to exercise their basic human rights.

Today Face to Face International, Inc. is an independent, non-governmental organization (NGO).

Face to Face has evolved from a campaign to a campaigner; from the common cause of a single sector network of NGOs to a builder of multi-sector networks with a common cause; and from an advocate for population assistance resources to a mobilizer of resources.

This presentation is the journey of Face to Face from campaign to institution. It profiles the people and programs that have made Face to Face a relevant force for change. And it indicates where Face to Face is going.

This presentation is for everyone who has worked with Face to Face, for those who are currently working with Face to Face, and for those who are considering working with or supporting Face to Face.



## The Journey

The journey begins with the conditions that must change ...

One in three girls and women have been sexually abused.

Two million girls are forced into prostitution each year.

Two-thirds of the world's illiterate population are women.

Only one percent of the world's land is owned by women.

Women receive only ten percent of the world's income.

In 1994, 179 countries agreed at the International Conference on Population and Development (ICPD) held in Cairo that the total funding needed by developing countries and countries in transition in the years from 2000 to 2015 for universal access to reproductive health services is \$301,700,000,000. Furthermore, they agreed that two-thirds of this cost is to be borne by the developing countries themselves and one-third is to come from developed or donor countries.

As of today, most donor countries are not meeting the commitments they made in Cairo and a few have even decreased their overall Overseas Development Assistance (ODA).

One reason put forward by many donor country parliamentarians as to why ODA commitments have fallen short, is that their respective publics are largely unaware (and therefore not supportive) of the unmet needs of women in the developing world.

### Every minute:

**190 women**  
become pregnant  
unexpectedly

**110 women**  
experience a  
pregnancy-related  
complication,  
many are permanently  
disabled

**1 woman**  
dies from a  
pregnancy-related cause

**5 women/girls**  
are infected with  
HIV/AIDS

Aware that public pressure builds political will, the UNFPA decided to develop a public awareness-building campaign in an effort to increase population development assistance. In late 1995, UNFPA engaged the New York-based Coddington Management marketing and communications firm to design and implement the campaign.



**Mpule Kwelagobe of Botswana  
UNFPA Goodwill Ambassador**

## UNFPA

In May 1996, UNFPA approved Coddington Management's plan for a Western European donor country advocacy campaign (*UNFPA Population Issues Awareness Campaign Communication Plan # INT/95/P62*).

The plan proposed three strategies for building public and political awareness of and support for population development assistance:

1. engage leading population and development non-governmental organizations (NGOs) in each donor country as Campaign Partners to help develop donor country-specific communication messages and implement the outreach activities;

2. engage celebrities in each donor country as UNFPA Goodwill Ambassadors and/or Campaign Spokespersons to work with local NGOs, helping them attract media and public attention to their advocacy programs; and

3. develop a pan-European umbrella campaign (Face to Face) to link all national campaigns and create the critical mass and brand necessary to attract campaign sponsors.

The plan commenced with a public survey on population and development issue awareness -- the first of its kind ever conducted in Western Europe. With funding from the Hewlett Foundation, Coddington Management engaged London-based MORI-Social Research Institute to execute a benchmark omnibus survey in 13 countries.



The 1996 survey of over 13,000 people confirmed what was suspected: that most Europeans were unaware of the plight of women in the developing world. This lack of public awareness made it difficult for pro-development assistance politicians to claim they had strong public support for their position.

In early 1997, Coddington had invited 20 Western European UNFPA population and development NGO grantees and IPPF affiliates to review and comment on the advocacy campaign plan and become Campaign Partners.

By the fall of 1997, with funding from UNFPA, the Hewlett Foundation, the Packard Foundation and the Wallace Global Fund and Campaign Partners

in place, it was time to launch the Face to Face Campaign.

Face to Face Campaign Partners were asked to recommend celebrities who they believed would make good UNFPA Goodwill Ambassadors and national Face to Face Campaign Spokespersons.

The brief profiles that follow highlight only a few of the advocacy activities of Face to Face Campaign Spokespersons and Partners. For Campaign Partners, population and development advocacy is a daily job, and many enjoy the regular participation of the Face to Face celebrity advocates.

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*Photo: UNFPA Goodwill Ambassadors meeting together for the first time in Geneva in July 2000.*

# Campaign Spokespersons and Partners

## Waris Dirie

On September 18, 1997, Somalia-born supermodel and activist Waris Dirie was named UNFPA Special Ambassador for the Elimination of Female Genital Mutilation (FGM) at a New York press conference at the UN Plaza Hotel. Ms. Dirie was brought to the attention of Face to Face by Campaign Partner Marie Stopes International (MSI).

At the age of 5, Waris survived the horrific pain and trauma of genital mutilation. Not many years thereafter, she ran away from home when she found out she was to be married off to a 60-year-old man in exchange for five camels. She sought refuge with an uncle in Addis Ababa who took her with him when he was appointed ambassador to London. There, Waris' career as an international fashion model took off.



We can safely say that Waris Dirie has done more to increase worldwide public awareness of FGM than any one person or group before her.

Waris Dirie's autobiographies, *Desert Flower* and *Desert Dawn*, are international bestsellers. Waris Dirie has been interviewed by thousands of journalists and broadcasters worldwide. In June 1999, Waris was featured on the



cover of the *Reader's Digest* -- the magazine with the largest circulation in the world.

On March 8, 1998, Waris Dirie and BBC-TV presenter and UNFPA Goodwill Ambassador Magenta Devine co-hosted the UNFPA and IPPF launch of the Face to Face Campaign in London with a press conference at the Foreign Press Association.



A reception hosted by the Parliamentary All-Party Group on Population, Development and Reproductive Health was held at the House of Commons.

On May 19, 1999, UNFPA representative Sara Craven accompanied Waris Dirie to Washington, D.C. By all first-hand accounts, Ms. Dirie's meeting with key Representatives and Senators (as well as 30 Congressional aides) to acquaint them with UNFPA's role in the elimination of the practice of FGM was a major factor in informing their decision on the re-financing legislation at a critical time in the legislative debate. Ms. Dirie's message to Congress was simple and powerful:

*"UNFPA is about much more than its work to prevent abortions. It is irresponsible to think of UNFPA solely in terms of the abortion debate."*

She went on to talk about her experience with FGM and the role UNFPA is playing to end the practice.

Waris has been honored many times for her courage in speaking out against FGM. Most recently, on June 9, 2004, in Hamburg, Germany, Waris received the first World Social Award from Nobel Peace Prize Laureate Mikhail Gorbachev, president of the Women's World Awards.

## Linda Gray

On January 19, 1998, Dr. Nafis Sadik, then-Executive Director of UNFPA, introduced Linda Gray, star of the famous TV series *Dallas*, as a UNFPA Goodwill Ambassador and the Face to Face Campaign Chairperson during a press conference at the United Nations headquarters in New York.

Ms. Gray had begun working with UNFPA a year earlier when Face to Face took her to Nicaragua on November 17-23, 1997. There, Ms. Gray visited UNFPA-funded projects and produced several public service announcements and a video news release for the agency. The PSAs and VNR aired on CNN International and TeleNoticias Network 8 to 10 times per week for a one-year duration.

Five years later, Ms. Gray helped bring Face to Face's work in Nicaragua full circle when she recorded the introduction and voice-over to the *Options for Life* video documentary. *Options for Life* is the largest Face to Face project undertaken since its inception-- a US \$13 million initiative with the Secretary of Youth, UNFPA and 20 local NGOs to benefit the youth of Nicaragua.

On April 7, 2000, Walter Coddington and Sara Craven accompanied Ms. Gray to Washington, D.C. to participate in the World Health Day activities at the White House. Ms. Gray had the opportunity to address Congress members, the press and then-President Bill Clinton on the importance of restoring US leadership in support of international family planning



*Linda Gray,  
UNFPA Goodwill Ambassador,  
and Walter Coddington,  
Face to Face Executive Director,  
with President Bill Clinton*

programs. In her role as Chairperson of Face to Face International, Linda Gray is featured in the Face to Face institutional video which can be viewed on the Face to Face website: [www.facetoface.org](http://www.facetoface.org).



*Linda Gray,  
Face to Face Chairperson,  
Nicaragua*

## **Geri Halliwell**

On October 20, 1998, UNFPA held a press conference in New York to announce the appointment of former Spice Girl and internationally known singer and songwriter Geri Halliwell as a UNFPA Goodwill Ambassador and Face to Face Campaign Spokesperson for the United Kingdom. Ms. Halliwell was recruited by Campaign Partner Marie Stopes International (MSI).

In June 1999, Walter Coddington, Tony Kerridge of MSI London and Satish Mehra of UNFPA Philippines accompanied Geri Halliwell on her first official country visit as a UNFPA Goodwill Ambassador. The controversial trip sparked a long-overdue public and media debate on the subject of sexual education and family planning in the Philippines. Her visit generated a tremendous amount of national and international media coverage. The public's positive reaction to Geri's message of universal access to family planning services contributed to President Estrada's change in position from being against teenage sexual education and family planning to being in favor of it.

In October 1999, Geri Halliwell endorsed the MSI and Interact Worldwide essay-writing competition targeted at 15- to 18-year-olds in the national school system. The program, entitled *6 Billion and One: A Single Voice Can Make A World of Difference*, culminated in a public ceremony celebrating the Day of Six Billion in Trafalgar Square, London and featuring Clare Short, MP.



*Gerry Halliwell,  
UNFPA Goodwill Ambassador,  
with UNFPA Secretary-General Kofi Annan*

## Mikko Kuustonen

On October 7, 1998, UNFPA held a press conference in New York to announce the appointment of Finnish singer/songwriter and humanitarian Mikko Kuustonen as a UNFPA Goodwill Ambassador and Face to Face Campaign Spokesperson for Finland. Mr. Kuustonen was recommended for the positions by Face to Face Campaign Partner Väestöliitto, the Finnish family planning association.

In early 1998, Mikko Kuustonen began production of a documentary series called *Women on the Edge of the Millennium*. Filmed in eight countries, the series was co-funded by Face to Face and the Finnish Ministry of Foreign Affairs, Department for International Development Co-operation. Getting documentaries about the living conditions of women in the developing world on commercial TV during prime viewing time is almost impossible. Yet that is exactly what Mikko Kuustonen did. The ten-part mini series was aired during prime time on Finnish TV4 from November 5, 1999 to January 14, 2000.

Mikko's next field visit with Face to Face was to Nicaragua in June 2002. (See Field Visits.)

In 2004, Mikko recommended that Face to Face and fellow UNFPA Goodwill Ambassadors produce a multi-media communications package on Women and MDGs. The project is in the works.

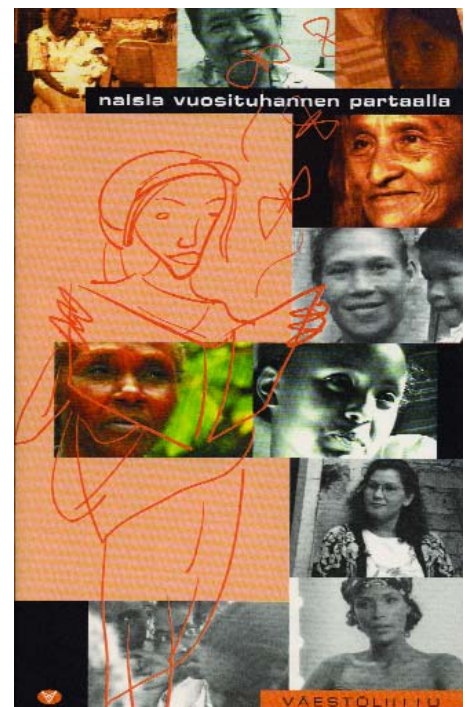


*Mikko Kuustonen,  
UNFPA Goodwill Ambassador,  
with HIV positive children in Botswana*

## Väestöliitto

In early 1998, Väestöliitto, the Finnish family planning association, advised Goodwill Ambassador Mikko Kuustonen in the production of the documentary series *Women on the Edge of the Millennium*.

In 2002, Väestöliitto produced a teacher's guide to the *Women on the Edge of the Millennium* video series and helped distribute the series to Finnish schools and libraries.



## Mary Banotti, MEP



On October 11, 1999, UNFPA held a press conference in New York to announce the appointment of Mary Banotti, Member of the European

Parliament and one of Ireland's most respected politicians, as a UNFPA Goodwill Ambassador and Face to Face Campaign Spokesperson. Ms. Banotti was recruited by the Irish Family Planning Association (IFPA).

Working closely with IFPA, Ms. Banotti appeared in and endorsed a parliamentary briefing kit and a public advertisement focused on international population assistance and, in particular, the sexual and reproductive healthcare needs of women and youth in developing countries. The advertisement called upon the Irish government to increase funding for family planning worldwide.

In the past three years, Ms. Banotti has traveled to Afghanistan, Pakistan and Iran in her capacity as both an MEP and a UNFPA Goodwill Ambassador. With each tour, she affirmed to the EU and to her Irish public the need for and value of UNFPA-supported projects caring for the reproductive healthcare needs of victims of war and displacement.

## Dr. Bertrand Piccard

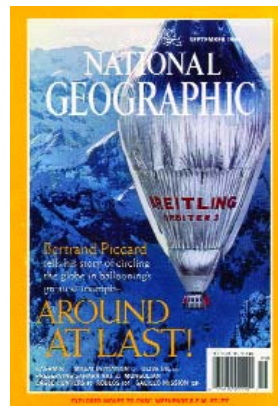
On November 16, 1999, UNFPA held a press conference in New York to announce the appointment of Dr. Bertrand Piccard as a UNFPA Goodwill Ambassador and Face to Face



Campaign Spokesperson for Switzerland. Dr. Piccard, a scientist-adventurer, psychiatrist and aeronaut,

completed the first around-the-world balloon trip in 20 days with co-pilot Brian Jones in March 1999. Dr. Piccard was introduced to UNFPA by Christine Magistretti, Executive Director of International Foundation for Population and Development.

In November 2002, Ms. Magistretti accompanied Mr. Piccard to India to visit women's health clinics and organizations that UNFPA and Swiss Face to Face Campaign Partner IFPD assist. Mr. Piccard was joined in India by a native of that country, UNFPA Goodwill Ambassador Lara Dutta.



Face to Face funded and produced a video documentary of the field visit that Mr. Piccard will use in his advocacy work in Switzerland.



*Lara Dutta,  
UNFPA Goodwill Ambassador,  
India*

## Kattis Ahlstrom and RFSU

On September 2, 1998, Swedish Riksförbundet för sexuell upplysning (RFSU) held a press conference in Stockholm to launch the Face to Face Campaign and to introduce Kattis Ahlstrom as the UNFPA Goodwill Ambassador for Sweden. RFSU was the first Face to Face Partner to identify and recruit a celebrity spokesperson for the Campaign. Kattis Ahlstrom was then, and still is, one of Sweden's most popular TV presenters.

In November 1998, RFSU representatives and Walter Coddington accompanied Ms. Ahlstrom on her first field visit as a Goodwill Ambassador. In Zambia, Ms. Ahlstrom began shooting the first Swedish Face to Face Campaign advocacy project -- a TV documentary comparing the lives of Swedish and Zambian teenage girls. The 30-minute documentary called "Jane" was completed in September 2000 and subsequently aired on Swedish TV in January 2001.

In order to broaden the network of MPs in the Swedish all-party group working with S&HR, in 2003, RFSU with Kattis Ahlstrom conducted a field trip for Swedish parliamentarians to India. With a grant from Face to Face, Ms. Ahlstrom was able to take a videographer to India to begin production of a documentary about the work carried out there by RFSU with the Indian-based NGO, MAMTA.



*Kattis Ahlstrom,  
UNFPA Goodwill Ambassador,  
Sweden*



*Dr. Alfred Biolek,  
UNFPA Goodwill Ambassador,  
with UNFPA Executive Director Nafis Sadik*

## Dr. Alfred Biolek and DSW

In 2002, UNFPA and Deutsche Stiftung Weltbevölkerung (DSW) invited German TV talk show host Dr. Alfred Biolek to join the ranks of the UNFPA Goodwill Ambassadors. Dr. Biolek was already an advocate for women and development and regularly covered the issues on his TV show -- one of the most popular shows in Germany reaching over 10 million viewers.

Shortly thereafter, Dr. Biolek participated in the special charity edition of the German television game show *Wer Wird Millionär?* (Who Wants to be a Millionaire?). Dr. Biolek took the opportunity to talk about the work of UNFPA and DSW.

In mid-November 2003, Dr. Alfred Biolek visited UNFPA and DSW supported youth projects in Kenya, together with Barbara Becker, a German designer and ex-wife of the former tennis star Boris Becker. They were both deeply impressed by the power of the young people, who engage in sexual education for their peers in order to protect them against unwanted pregnancies and HIV/AIDS. The trip attracted great interest from the German media.

## Hanne-Vibeke Holst and Foreningen Sex and Samfund

The Danish family planning association Foreningen Sex and Samfund held several conferences over the 1998 to 2000 period highlighting reproductive health issues. The conferences featured UNFPA Goodwill Ambassador and Face to Face Campaign Spokesperson for Denmark, Hanne-Vibeke Holst.

The first of such conferences was held on November 25, 1998. The event launched the Face to Face Campaign in Denmark and the Danish FPA's new book *Women's Voices, Women's Choices on Reproductive Health*.

In January 2000, Ms. Holst took part in a parliamentary tour of Zambia and Uganda -- her first field visit as a Goodwill Ambassador. She wrote several articles about her African observations for the Danish media. On May 19, 2000, the Danish FPA held a conference in the Danish Parliament entitled *Reproductive Health and Rights in the World* -- a follow-up to the parliamentary visit to Uganda and Zambia.

Hanne's experiences and observations in the field inspired her to dedicate her 2004 novel to Face to Face and women in the developing world. With an advance by Face to Face, Ms. Holst has just completed a book of in-depth portraits of 14 women from Viet Nam, Russia, Nicaragua, Uganda and other developing world countries.



*Hanne-Vibeke Holst,  
UNFPA Goodwill Ambassador,  
in Uganda*



*Goedele Liekens,  
UNFPA Goodwill Ambassador,  
in Botswana*

## Goedele Liekens and Sensoa

On January 22, 1999, CGSO Trefpunt (now called Sensoa) held a press conference in Brussels to announce the appointment of TV presenter Goedele Liekens as UNFPA Goodwill Ambassador and Face to Face Campaign Spokesperson for Belgium. Speakers included Dr. Nafis Sadik, Executive Director of UNFPA and Dr. Reginald Moreels, the Belgian State Secretary for Development Co-operation.

In early 2001, Ms. Liekens took five Belgian teens and a film crew to Botswana to report on the devastating impact of HIV/AIDS on the people and economy of the country. The documentary was funded by Face to Face and the Durex Corporation and was created specifically for the UNFPA HIV/AIDS seminar held in conjunction with the May 2001 United Nations Third Conference on Least Developed Countries in Brussels. Upon Goedele Liekens' return from Botswana, the mother of two small children she befriended died of AIDS. Goedele and the five Belgian teenagers immediately went to work on raising money for the building of an orphanage in the town of the two parentless children.

Ms. Liekens has since been to Afghanistan, Ethiopia and Namibia in her capacity as both TV journalist and UNFPA Goodwill Ambassador, reporting to the Belgian public and politicians on fistula, sexual and reproductive health in refugee camps and HIV/AIDS.

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## The Norwegians

Norway has two UNFPA Goodwill Ambassadors, both of whom work with the **Norwegian Family Planning Association (NSSR)** and the **Senter for Ungdom, Samliv og Seksualitet (SUSS)**.

### **Kari A. Jaquesson**

Kari A. Jaquesson is a TV presenter and highly regarded fitness specialist. Kari has always managed on her return from field trips to get lots of media coverage for UNFPA and the projects and people she visited. On her return from Nicaragua, Kari got the largest circulation newspaper in Norway (with a readership of over 25% of the population) to run a two-page article on her visit with particular focus on the street youth she interviewed. *Elle* magazine also covered her Nicaraguan story in its January 2003 issue.



### **Mona Grudt**

Mona Grudt, former Miss Norway, Miss Universe, mother of one, business entrepreneur and editor of Norway's leading wedding magazine visited a UNFPA project in Rodrigues Island in 2002 and was inspired to arrange for her publisher to make a sizable donation to a population assistance project.



## Equilibres & Populations

In April 1998, Campaign Partner Equilibres & Populations held a press conference in Paris to launch a Press Club on Population. During the press briefing, Equilibres & Populations also introduced its Face to Face Campaign poster *What Future Do They Face?* The poster predicted the probable future of two young women, one from Western Europe and one from the developing world. Adapted from a UK Campaign Partner Population Concern (now called Interact Worldwide) poster, the French version was published in *Le Monde* on May 26, 1998. The Association for Women Journalists awarded Equilibres & Populations a special mention for the poster advertisement in their annual advertising competition.

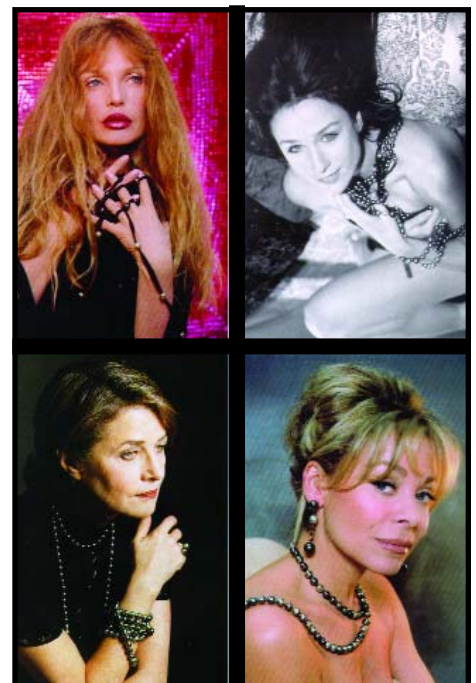
In the summer of 2000, Equilibres & Populations began production of its second Face to Face Campaign-supported advocacy project, a TV report on the life of women in Mbeubeuss, Senegal. Mbeubeuss is a waste deposit site encompassing 110 hectares around which families have settled to earn a living.



## Elsa Zylberstein

In May 2001, Equilibres & Populations took their Face to Face Campaign Spokesperson and UNFPA Goodwill Ambassador, actress Elsa Zylberstein, to Mali to address the Regional Forum for the Reduction of Infant and Maternal Mortality. Subsequent visits to Mali and Senegal inspired Ms. Zylberstein to help E&P raise funds for an RH clinic in Mali. Face to Face contributed to the funding of the clinic building.

In April 2003, Elsa Zylberstein personally engaged three other French celebrities in awareness-building and fundraising activities for Equilibres & Population during the 18th Paris Film Festival.



## AIDOS

In the fall of 1998, the Italian women's organization AIDOS launched a media campaign on the condition of Afghan women and girls. The campaign was designed to raise public awareness and funds for projects in Afghanistan run by HAWA, an NGO of Afghan women in Quetta and Peshawar. The campaign featured Olympic skier Deborah Compagnoni, then the Face to Face Campaign Spokesperson in Italy. Twenty-eight million lire were raised by the campaign. AIDOS secured free placement of the ads in numerous daily papers, weekly magazines, monthly magazines and radio and TV stations -- reaching well over 5,000,000 people.

In 2000, AIDOS invited UNFPA Special Ambassador for the Elimination of FGM, Waris Dirie, to Italy to kick off its Elimination of FGM Campaign. Italy has a large immigrant community from African countries where FGM is practiced. Under the banner "For the rights, the dignity and the freedom of choice of third-world women," AIDOS and ad agency Bates created an ad campaign featuring Somalia-born supermodel and activist Waris Dirie.

On July 10, 2002, on the eve of World Population Day, AIDOS launched its new Face to Face campaign Safe Motherhood: A Right for All Women at a press conference organized in Rome at the Foreign Press Center. Speakers at the event included Cangie Contessa (creative group head of Bates Italia), Emma Bonino (member of the European Parliament), Mariella Gramaglia (counsellor of Rome munic

ipality), Rita Roascio (president of the National Federation of Midwives), Shalini Dewan (director of the United Nations Information Center in Rome) and Daniela Colombo (president of AIDOS).

The press conference was broadcast live by the "radical" radio station and by a radio station that covers political and parliamentary issues, plus six other stations, including the Congregation of Achibishops and the Vatican station. It was also covered by the news service of the national public television, RAI2, prime time at 8:30 and 10:00 pm, with interviews to Nancy Brillli and Emma Bonino.

With the financial support of the Hewlett Foundation, a series of fact sheets on various subjects related to "Safe Motherhood" and reproductive health were reproduced for wide distribution to editorialists, politicians, opinion makers, women's organizations and staff of the Ministry of Foreign Affairs.

With a grant from Face to Face, AIDOS was able to continue the Safe Motherhood Campaign throughout 2003.

## Nancy Brillli

The well-known Italian actress Nancy Brillli, who has recovered from ovarian cancer and a difficult pregnancy, decided to support the AIDOS Safe Motherhood campaign to allow all women to get the same medical assistance she had.

While playing the leading role in the play *The Blue Room* at the Teatro Parioli in Rome, Ms. Brillli authorized fundraising activities by AIDOS volunteers in the lobby and donated the proceeds from one performance to the organization (on the night of her son's 2nd birthday!).

Ms. Brillli has spoken about the campaign during television talk show appearances and other highly-publicized events she has attended. In addition, a 30-second commercial on the issues of safe motherhood will be shown preceding her most recent film.

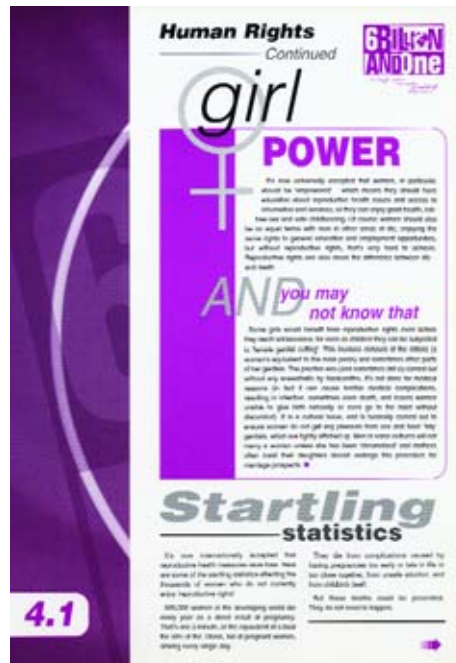


## Marie Stopes International and Interact Worldwide

In August 1998, Campaign Partners Marie Stopes International (MSI) and Interact Worldwide collaborated on the design and production of *Six Billion and One: A Single Voice Can Make A World of Difference*. This Face to Face-funded essay-writing competition was targeted at 15- to 18-year-olds in the national school system. The program included a population, development and reproductive health briefing kit created for use by participating teachers and students. UNFPA Goodwill Ambassador and Face to Face Campaign Spokesperson for the UK, Geri Halliwell, participated in the program.

On October 12, 1999, the Essay Competition's winning entries were presented to the UK's Secretary of State for International Development, Clare Short, during a public ceremony celebrating the Day of Six Billion in Trafalgar Square, London. The two winners were taken on a field visit to Kenya.

Under the Face to Face umbrella, MSI, Interactive Worldwide and IPPF participated in the Commonwealth Heads of Government Meeting in Durban, South Africa on November 11, 1999. The organizations joined others in generating the document *A Call for Action on Violence Against Women to the Commonwealth Heads of Government*.



Independently ...

On Valentine's Day, 2000, Interact Worldwide ran Face to Face ads in *The Scotsman* and the *Evening News* as part of a larger two-week advocacy program in Edinburgh, Scotland. The whole campaign recruited 121 new supporters and 29 new donors to the organization. The advertising reached a public readership of 1.2 million and a radio listening audience of 2 million.

In 2002, with a grant from Face to Face, MSI has undertaken an extremely ambitious project to build awareness of and destigmatize HIV/AIDS in the UK and abroad.

## Irish Family Planning Association

Irish Family Planning Association's (IFPA) first Face to Face project was the creation of the parliamentary briefing kit entitled *A Call to Action on Family Planning Worldwide: Women and Children First*. The kit, coupled with their second project, a full-page ad in the *Irish Times*, had a tremendous effect on raising political and public awareness of Ireland's appropriate role in family planning worldwide. MEP, UNFPA Goodwill Ambassador and Face to Face Campaign Spokesperson for Ireland Mary Banotti, appeared in and endorsed the briefing kit and the advertisement.

In additions to sections on "women's rights," "youth rights" and "what needs to be done," the briefing kit had a section called the "Lottery of Life," a comparison of the disparities between the lives of a woman from Ireland and one from Sierra Leone.



## Federación de Planificación Familiar de España

On February 18, 1999, the Federación de Planificación Familiar de España (FPFE) held a press conference to announce TV presenter Xavier Sardà's appointment as UNFPA Goodwill Ambassador. Xavier Sardà produced and hosted Spain's most popular variety entertainment show. Called the *Martian Chronicles*, it reached between 3 and 4 million viewers a night. Mr. Sardà would regularly weave information about the status of developing world women into his show. Subsequent to his appointment, a 4-page interview with Mr. Sardà appeared in the May 1999 issue of *Voluntarios*, Spain's leading magazine for non-governmental and civil service organizations.

FPFE also produced a Face to Face poster, another adaptation of the Interact Worldwide poster comparing the lives of developed- and developing-country girls respectively. And on an ongoing basis, FPFE has produced the monthly Boletín Cara a Cara (face to face) in order to keep their Goodwill Ambassador and other interested parties updated on Face to Face and other advocacy campaign activities.

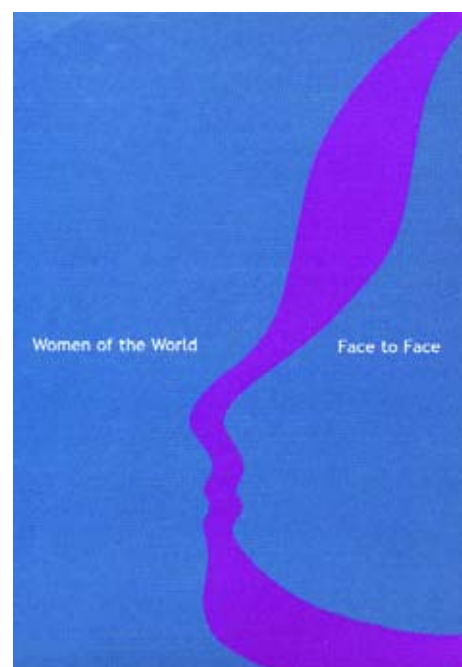
Whereas most Campaign Partners launched the Face to Face Campaign in their capital cities, FPFE launched the campaign in other state cities as well, including Barcelona, Cantabria and Santander. The launch in Santander was held in the local Parliament where

FPFE put forth a proposal to form a local Parliamentarian Group to work on development and reproductive health. The proposal was accepted and acted upon.

In the summer of 1999, FPFE launched its international photo contest Women of the World: Face to Face. From the finalist photographs, an exhibition and a catalog were developed and produced in Spanish, English and German. The exhibition has been made available to all Face to Face Campaign Partners and many of the exhibition photos can be seen on the Face to Face International website.

Recently, the Spanish government has grown more and more reluctant to fund S&RH cooperation programs. For this reason, FPFE has decided to focus its advocacy on initiatives that allow people to participate and express their opinion against government policies regarding S&RH.

In 2003, Face to Face provided FPFE with a grant towards its new advocacy activities, including the recruitment of a new celebrity spokesperson, singer and songwriter **Ismael Serrano** and the promotion and distribution of a public petition.



## **Catarina Furtado and Associação para o Planeamento da Família**

On March 8, 1999, in Lisbon, the Portuguese family planning association, Associação para o Planeamento da Família (APF), held a press conference to introduce their 50-foot-long Cara a Cara exhibition on reproductive rights, created to be placed in schools and government institutions. APF was joined by newly appointed UNFPA Goodwill Ambassador and popular Portuguese actress Catarina Furtado. In addition to endorsing the exhibition, Ms. Furtado recorded several public service announcements for APF that aired on all major Portuguese TV stations. The PSAs highlight sexual and reproductive health problems in developing countries that need to be addressed.

In 2001, APF took Ms. Furtado and several journalists and parliamentarians to Mozambique. Impressed with the work of several local NGOs, Ms. Furtado donated computers to one of the organizations. Upon her return home, Ms. Furtado and the Portuguese Minister of Foreign Affairs addressed the media on population and development issues.

In 2002, APF published its technical reference book for S&RH professionals, entitled *Contributos de Saude Sexual e Reprodutiva para a Erradicação da Pobreza*, with funding from UNFPA, Face to Face and the Hewlett Foundation.



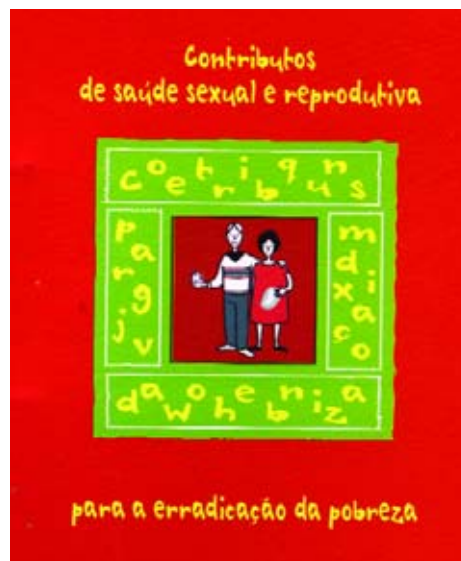
*Catarina Furtado,  
UNFPA Goodwill Ambassador,  
and Walter Coddington,  
Executive Director,  
Face to Face International*

## **World Population Foundation**

The February 1999 Cairo+5 Conference in The Hague was hosted by the Netherlands government and organized by the World Population Foundation (WPF) under the direction of Wouter Mijeer. To celebrate the occasion, Face to Face Campaign Partner WPF organized a poster contest for secondary school students. The winning entries were reproduced in a birthday calendar and distributed to Parliamentarians, other Dutch NGOs, media representatives and supporters of WPF. The Dutch UNFPA Goodwill Ambassador was Mr. Nicolaas Biegan.

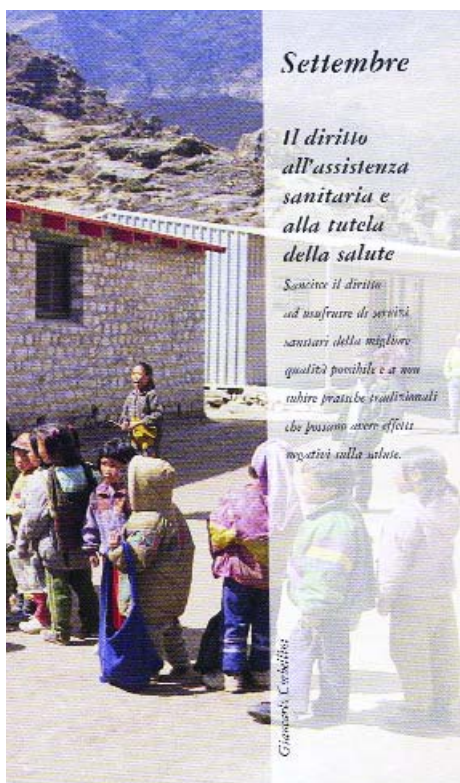
## **Rutgers Foundation**

From February 8 - 12, concurrent with the 1999 UNFPA Hague Forum, Face to Face Campaign Partner Rutgers Foundation/Rutgers Nisso Group conducted a study tour of their nearby clinic for delegates to the Forum. The Dutch have one of the lowest teenage pregnancy rates in the world; many Forum-goers from as far away as China, Cameroon and the Czech Republic were interested to see how Rutgers helped achieve that status. Lauren Comiteau of BBC covered several of the clinic visits.



## Unione Italiana Centri Educazione Matrimoniale e Prematrimoniale

The Italian family planning association Unione Italiana Centri Educazione Matrimoniale e Prematrimoniale (UICEMP) joined the Face to Face Campaign in 1999. In August of 2000, they planned and began execution of their first campaign project, a calendar for distribution to the Italian Social, Equal Opportunities and Foreign Affairs Ministries. For each month of the calendar, one of the 12 rights of women championed by IPPF and others was displayed.



## Österreichische Gesellschaft für Familienplanung

The Austrian family planning association Österreichische Gesellschaft für Familienplanung (ÖGF) has held several conferences supported by the Face to Face Campaign. On February 15, 1999, ÖGF held the *Conference Cairo+5 und das Empowerment der Frauen* and on May 11, 2000, *Beijing+5*. Both conferences targeted local UN staff, NGO representatives, educational branches of the political parties, trade unions and interested public and were designed to promote the programs for action generated at Cairo and Beijing United Nations conferences held five years earlier.

In 2002, ÖGF published *Methoden Handbuch zur Sexuellen und Reproductive Gesundheit* cofunded by Face to Face, Hewlett Foundation, UNFPA and IPPF. The handbook offers training for teachers and other professionals who conduct classes on sexuality, personal relationships, contraception, protection from STDs, et al.



## Österreichische Stiftung für Weltbevölkerung und Internationale Zusammenarbeit

The Austrian Foundation for World Population and International Cooperation, Österreichische Stiftung für Weltbevölkerung und Internationale Zusammenarbeit (SWI) joined the Face to Face Campaign in September 1999. In fact, the Face to Face Campaign was one of the two original donors to the start-up SWI -- the Hewlett Foundation being the other. SWI used its first Face to Face grant to develop interdisciplinary teaching materials for 15- to 18-year-old students.



The primary component was a brochure entitled *6-Billion - are we concerned?* The 30-page publication clearly explained the reasons for the world's population growth and connected the growth with other social trends. The materials were distributed by the Federal Ministry for Education, Research and Culture to all secondary schools in the country. Within just a few days of distribution, over 30 teachers requested more information.

## International Foundation for Population and Development

The Switzerland-based International Foundation for Population and Development's (IFPD) first Face to Face Campaign advocacy activity was also one of the most ambitious of the Campaign - the production of the professional ballet Face to Face.

IFPD engaged popular Swiss choreographer Etienne Frey and his dance company Sinopia to choreograph and perform the ballet, which portrayed in dance and music the population and development issues we so often struggle to find words for. The ballet premiered on the evening of June 27, 2000, at the Bâtiment des Forces Motrices theater in Geneva, during the week of the UN General Assembly Special Session on the World Summit for Social Development. Performance proceeds were donated to an IFPD income-generating project for women in Mali.



## Deutsche Stiftung Weltbevölkerung

Funding from Face to Face in the fall of 1998 enabled Deutsche Stiftung Weltbevölkerung (DSW) to rerun a series of ads in the *Frankfurter Allgemeine Zeitung* (with one million readers) and the *Spiegel Special* newspapers focused on world population growth, the reproductive health of women globally and the severity of diminishing resources.

On October 7, 1999, DSW announced its Face to Face-funded matinee cinema campaign in partnership with GEO magazine and 26 CinemaxX film theaters. The documentary element of the



campaign was the first in Germany to present population and development issues in a constructive fashion. The campaign included advertisements, public relations, a feature article in GEO and handouts calling for personal action. Among the viewing audience were 70,000 pupils, journalists and teachers.

## Mouvement Français pour le Planning Familial

In October 1998, the French family planning association Mouvement Français pour le Planning Familial (MFPF) sent its Face to Face Campaign message on postcards to parliamentarians and clinic clients: "Support the campaign for women's rights around the world."



(Postcards are an extremely popular vehicle for pass-along communication in Europe.)

In May 1999, MFPF continued Face to Face campaigning with posters bearing the message, "For all women in the world to have access to education, health care and childbearing without risk."

## Face to Face Publications    Face to Face Testimonies

**50 Things to Do: A Guide to Personal Action.** This guide provides Campaign Partners with a large selection of ideas for ways the public can get involved.

**A Guide to Face to Face Campaign Management.** This guide walks Campaign Partners through the steps of developing and implementing a regional advocacy campaign strategy.

**Engaging the Corporate Sector in the Movement for Women's S&RH.** On January 19, 1998, a corporate round-table workshop was held at UNFPA headquarters. Six senior-level women from national and international companies were invited to share their insights as to how best to involve the private sector in the Face to Face Campaign. The output was distributed to all Campaign Partners to assist them in their own corporate fundraising activities.

**Overseas Development Assistance.** An important by-product of the second UNFPA/Face to Face MORI poll conducted in Western Europe was this publication proving the general public's desire for an increase in Overseas Development Assistance (ODA) spending in the area of reproductive health.

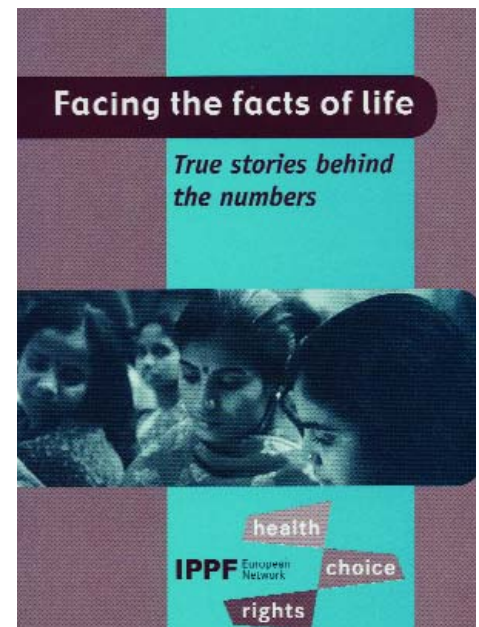
**MORI's Western European Surveys (I and II) of Public Attitudes Towards Population Issues.**

Face to Face Testimonies are presentations made by either victims of, or experts in, women's rights abuses. Presenters speak on the topics of FGM, HIV/AIDS, reproductive health care in refugee camps, violence against women, teenage sexuality and safe motherhood.

The first of such presentations was held on February 8 - 10, 1999 at the ICPD+5 Hague Forum. In what was one of the most popular NGO meetings of the conference, eight individuals from the Philippines, Trinidad & Tobago, Pakistan, South Africa, Mali, Albania, Algeria and Venezuela gave candid testimony on the conditions affecting women in their respective countries.

The second Face to Face Testimonies was held in New York City in March 1999 during the second ICPD+5 meeting. Speakers were from India, Senegal, Egypt, Haiti, Peru, Nigeria, Poland and Bangladesh.

The third Face to Face Testimonies was held in New York City in June 1999 in the United Nations Secretariat Building during the United Nations General Assembly Special Session on Population and Development. Guest speakers included Waris Dirie of Somalia (on FGM) and Valentina Leskaj, Albanian FPA director, and Pamela Delargy of UNFPA (on refugees and reproductive health). Partners in the organization of the Testimonies include Face to Face, IPPF, CEDPA, WPF and RFSU.



In August 2001, IPPF European Network published a booklet called *Facing the Facts*. Funded by a grant from Wallace Global Fund and edited by Rupert Walder, the booklet consisted of true stories taken from the Face to Face Testimonies.

## Options for Life

Goodwill Ambassador study tours are an advocacy and resource mobilization tool commonly used by Face to Face, UNFPA, IPPF, PAI and many others in the sexual and reproductive health (S&RH) field. In the best case, taking a congressperson, parliamentarian or other policy maker or influencer to the field can turn a non-believer in population assistance into a believer who will speak out and vote accordingly.

Another benefit of a study tour is the media coverage of S&RH and international assistance issues generated by journalists participating in the field visit. This media coverage is intended to build public awareness and support for more S&RH-directed overseas development assistance (ODA).

A number of Goodwill Ambassador field visits conducted or sponsored by Face to Face have already been referred to.

For more information about UNFPA Goodwill Ambassador field visits, please visit the Face to Face website: [www.fieldvisits.org](http://www.fieldvisits.org)

One of the most significant field visits of the Face to Face Campaign and, in fact, a turning point in Campaign focus and grant making policy, was the mission to Nicaragua in June 2002 -- *Options for Life*.



In June 2002, Face to Face took four Nordic Goodwill Ambassadors (Kattis Ahlstrom of Sweden, Kari Jaquesson of Norway, Hanne-Vibeke of Denmark and Mikko Kuustonen of Finland) to Nicaragua. There, we discovered that a field visit could play a more direct role in population assistance resource mobilization than simply increasing public and political awareness of the related issues. During the one week visit, Face to Face and the Goodwill Ambassadors convened a multi-sector, multi-stakeholder partnership of local governmental, NGOs, UNFPA and Nordic development assistance representatives, youth, parents and teachers. The partnership identified what it considered to be the most challenging issue and need facing the people of Nicaragua, namely, the health, education and employment of the youth.

The partnership then agreed to co-develop a multi-million dollar population assistance grant proposal -- the first of its kind and scale -- to present to Nordic ODA agencies. Face to Face took the lead role in researching, framing and managing the generation of the proposal. In December 2003, the Nicaraguan government, UNFPA Nicaragua and 20 local population assistance NGOs approved the US \$13,000,000 *Options for Life* grant proposal. Shortly thereafter, the four Nordic country development embassies reaffirmed their support of the proposal. As was Face to Face's objective and design, the *Options for Life* initiative provides a generous amount of funding for sexual and reproductive healthcare.

For more information, please visit: [www.optionsforlife.org](http://www.optionsforlife.org)

## The MORI Poll

In order to measure and evaluate the effectiveness of Face to Face-funded advocacy initiatives in Western Europe, Face to Face, in cooperation with the Packard Foundation, UNFPA and the London-based research firm MORI, conducted the second survey of 13,000 people in 13 Western European countries during the later part of 2001. The survey measured the level of increase in public awareness of international population and development issues as compared to the benchmark survey conducted three years earlier.

The new survey revealed that there was, on average, a small increase in population awareness -- especially in the area of women's issues. While a larger increase would have been more desirable, it must be remembered that new, uninformed people enter a survey target audience as informed people leave the same group.

It should also be noted that the survey did not ask people to identify the specific source of their information. In fact, the survey measured the cumulative impact of all population-related advocacy campaigns in each country up to the time of the survey.

That said, the greatest increases in population and development-related issues awareness happen to be in the three countries where Face to Face Campaign partners were the most active (i.e., did the most with the Face to Face Campaign) -- namely Italy, Spain and Belgium.



Women's issues scored the highest among population and development-related issues awareness. The Face to Face Campaign was the only major women's issue-oriented campaign in Western Europe during the three-year period measured.

The Face to Face Campaign has, according to Campaign Partners, helped strengthen ODA population assistance commitments in The Netherlands, Spain, Ireland, Italy, Belgium and the United Kingdom. In addition, ODA agencies in Sweden and Finland have indicated their appreciation of the value of Face to Face by co-funding Face to Face Campaign activities.

The Face to Face Campaign has also encouraged and facilitated collaboration among Western European NGOs. As Campaign Partners develop and execute national Face to Face Campaign programs, the programs that are most successful are often adapted by other Campaign Partners for use in their respective countries. In some countries, two or more partners have chosen to develop Face to Face

Campaign programs together as has been the case in the UK and in The Netherlands.

The Face to Face Campaign enabled Western European NGO Partners to do more advocacy and increase the effectiveness of their advocacy. In our Partner's own words:

*"There has been an increase of media demands for information, and they are getting used to asking us for information on international and national subjects. This increase in media interest in population issues will help us achieve our goals."*

-- Eva Martinez of the Federación de Planificación Familiar de España

*"Joining the Campaign created an awareness by our Board of Directors of the importance of international advocacy work and allowed us to renew and refine our profile. It is our conviction that this change of focus was not only essential for the future existence of our organization ... it has also proven to be an effective strategy to attract funding and has opened tantalizing perspectives of international cooperation."*

-- Dirk Pyck of Sensoa in Belgium

*"[The Campaign] has created a framework within which it is easier to make ourselves and the important problems we work with more visible to the public."*

-- Sita Michael of the Danish Family Planning Association

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## Resource Mobilization

Many of the Campaign projects you have read about were successful in building public and political awareness of population and development issues. That awareness has not always translated to a meaningful increase in donor country development assistance for broader access to sexual and reproductive healthcare.

Therefore, the directors of Face to Face decided in mid-2001 that it was time to develop and implement more aggressive resource mobilization strategies.

As our departure point, we examined the process behind the early success of the Nicaraguan *Options for Life* program -- a program that clearly has the potential to mobilize significant resources for population assistance.

We also conducted a study entitled "What Donors Want" whereby we interviewed several major international donor agencies and studied the grant criteria of many others. We paid particular attention to many of the donor agencies' interest in supporting local poverty reduction strategies and the Millennium Development Goals (MDGs).

Three projects currently in development exemplify the new Face to Face direction in population assistance advocacy and resource mobilization: *Building Towards the Future, Women in the New Millennium* and *POWER: the Power to Stop AIDS*.



## Building Towards the Future

In Bangkok, in December 2002, Face to Face hosted the first meeting of members of the Asia Pacific Alliance on the APA/Face to Face joint advocacy and resource mobilization initiative called *Building Towards the Future*.



In 2002, the Packard Foundation introduced Face to Face to the Asia Pacific Alliance (APA) in the hopes that Face to Face and APA might cooperate in a population assistance regional advocacy and resource mobilization initiative. APA is comprised of governmental agencies, non-governmental organizations and technical assistance groups that work in the areas of population, development and the environment. APA members work independently and together to mobilize the resources required to meet the needs of people in developing countries. APA members support the ICPD Program of Action.

With the exception of a few post-conflict situations, there has been a decline in the flow of development assistance to Asia and the Pacific Islands. However, the total amount of aid is only one challenge. Another challenge is that of NGO capacity. One United Nations study found that about 25% of ODA to Asia and the Pacific Islands remained unutilized because of poor planning and/or lack of capacity to make use of the resources. Many recipient countries also have problems

with the reporting systems required by donors for accountability and documentation of impact.

The *Building Towards the Future* initiative is designed to help increase the capacity of governmental agencies and NGOs in 13 developing Asian and Pacific Island countries to build the partnerships, programs and resources necessary to meet the Program of Action and Millennium Development Goals for their respective countries.

The grant proposal necessary to mobilize resources for the initiative will be built around the output of a two-day multi-stakeholder working session to be held in Auckland, New Zealand on August 13-14, 2004. At the working session, a group of 30 professional governmental and NGO managers, development assistance officers, MPs, celebrity spokespersons (such as Stacey Daniels of New Zealand) and

private sector representatives from donor countries and the developing countries targeted will help design the capacity-building initiative.

**Partnering Organizations:** Australian Reproductive Health Alliance, Cairns and Far North Environment Centre, Care International Thailand, New Zealand Family Planning Association, Planned Parenthood Association of Thailand, Planned Parenthood Federation of Korea and Sexual Health & Family Planning Australia

**Developing Countries Targeted:** Cambodia, East Timor, Laos, Myanmar, Vietnam, Fiji, Kiribati, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu



*Stacey Daniels,*  
TV Presenter,  
Face to Face Campaign Spokesperson,  
New Zealand

## Women in the New Millennium

The Women in the New Millennium project is designed to raise donor country public and political awareness of and support for the MDGs. Central to the message, however, will be the role women must play in achieving the MDGs and conditions and assistance they will require to play their roles -- including, and especially, universal access to sexual and reproductive healthcare. Focusing on the MDGs from the perspective of women's needs and rights is one of the most important and distinctive elements of this project.

Reasons for focusing on women:

- 1) women's needs and issues are under-represented in the MDGs;
- 2) women are recognized in the MD Strategies as being critical to achieving the MDGs; for example
- 3) Millennium Project Poverty Task Force Interim Report of February 2004 states "...attention to the needs of girls and women is crucial to reducing poverty."

The basic elements of the Women in the New Millennium project are:

- 1) a 3-part documentary production produced and internationally distributed by award-winning Magic Path Entertainment of Finland;
- 2) a book of intimate profiles of developing world women by best-selling Danish author Hanne-Vibeke Holst;
- 3) interactive website to support and expand upon the TV documentaries and print publications developed by US-based Face to Face International; and

- 4) CD-ROMs containing all project elements for university and other educational outlets.

Face to Face is taking an international approach to the financing and distribution of the project because the goal is to raise awareness and emotional involvement with the MDGs in all donor countries.

Face to Face looks forward to involving its Campaign Partners in the distribution and leveraging of the *Women in the New Millennium* program materials to build donor country public and political awareness of the importance of meeting the ICPD Program of Action objectives in order that the MDGs may be achieved.

**Face to Face looks forward to involving all of the Western European UNFPA Goodwill Ambassadors in the project as documentary narrators and spokespersons on a country-by-country basis.**



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## **POWER: The Power to Stop AIDS**

For governments, donors, health officials and NGOs not to consider AIDS a sexual and reproductive health priority is simply irresponsible. Furthermore, HIV/AIDS prevention, care and treatment programming must be mainstreamed as a part of the health, education and economic sectors of society. POWER is the first program to attempt to do just that.

The POWER program concept has been informally reviewed by representatives of USAID and the Global Fund to Fight AIDS, Tuberculosis and Malaria, two of the largest donors in the category. The representatives liked the concept and recommended that a scaled-down pilot program proposal be presented to their respective organizations as a next step.

POWER is a multifaceted, multi-sector AIDS prevention program.

POWER builds upon existing prevention, care and treatment programs in a given country.

POWER is a supportive and non-redundant coalition of **local** NGOs, government agencies, celebrity advocates and **international** NGOs, donor agencies, private sector organizations and celebrity advocates.

POWER partners cross-examine local HIV/AIDS prevention programming (if any) and promote and facilitate best practices.



POWER partners facilitate the incubation of income-generating opportunities for unemployed and underemployed women, youth and PWAs.

POWER donor agencies and private sector companies sponsor commercial "edutainment" TV and radio programming featuring willing players in the new national POWER AIDS prevention program. Coupled with celebrity advocacy, the broadcasts reinforce prevention messages and maximize the number of people reached.

**POWER is still in a developmental stage.**

**We look forward to cooperating with EuroNGOs working in Eastern Europe and/or Sub-Saharan Africa.**

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## Facing the Future



With a strong focus on resource mobilization, Face to Face will continue to bring people

and institutions together to build the partnerships, programs and resources necessary to achieve universal access to sexual and reproductive healthcare, gender equality and the recognition and enforcement of the rights of all women.

Face to Face International will continue to find ways to support the work of UNFPA, UNFPA-accredited NGOs, and IPPF and its affiliates.

Face to Face International will continue to serve as an advocacy platform for UNFPA Goodwill Ambassadors and other celebrity advocates.

### Grant Proposals

Face to Face International will not consider unsolicited grant proposals. We welcome, however, being informed about people, organizations and projects working toward any of the goals of Face to Face:

**Universal access to reproductive healthcare.**

**Gender equality.**

**The recognition and enforcement of women's rights as human rights.**

**Sustainable social and economic development.**

## Board of Directors

Etienne Frey,  
Choreographer,  
Switzerland

Linda Gray,  
Actress and Producer,  
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IPPF,  
Deputy Director General,  
United Kingdom

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## Walter Coddington

Walter Coddington is a marketing and communications specialist with over 35 years of professional experience. He is a graduate of the Institute of Design in Chicago, the successor institution of the European Bauhaus "form follows function" school.

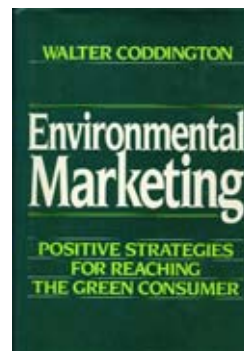


In 1974, Coddington founded the first sales promotion agency in the United States to practice integrated marketing. Over a 20-year period, New York-based Coddington, Chadwick and Meyerson became one of Advertising Age's top-ranked marketing companies, providing advertising, promotion and direct marketing services to Citibank, Nestle, Hertz, KLM, Johnson & Johnson, Lever Brothers, Molson Breweries, and other clients.

In 1990, Walter Coddington founded the first environmental marketing consultancy in the United States. Coddington Environmental, Inc. helped mainstream corporate environmental responsibility by showing companies how they could profit from environmental stewardship.

In 1992, the United Nations Environment Programme commissioned Coddington Environmental to design an exhibit for the United Nations Headquarters capturing the content and spirit of the multilateral plan of action "Caring for the Earth."

McGraw-Hill published Coddington's professional and technical *Environmental Marketing* in 1993. In the same year, Coddington won a TV Emmy for the



environmental education and entertainment special *This Island Earth*, sponsored by client Arm & Hammer. Other Coddington clients have included Bristol-Myers Squibb, Pepsico, Nissan, Weyerhaeuser, Audubon, the Pew Charitable Trust and the US Department of Agriculture.

In 1995, Coddington was engaged by the UNFPA to develop a strategic communications plan for donor-country-directed international population assistance advocacy and resource mobilization. In 1999, as an outcome of his work with UNFPA, Walter Coddington founded Face to Face International, Inc., a not-for-profit organization dedicated to building public and political support for women's rights worldwide.

Walter Coddington is the executive director of Face to Face International and managing director of the Global Strategic Development Consortium -- an international working group of marketing, communications and management consulting companies committed to environmental stewardship and human rights.

## Magdalena Valtchanova

In 2002, Face to Face International was approached by Bulgarian supermodel Magdalena Valtchanova and John Hazlewood, an American doing business in Bulgaria. Together, they wanted to establish Face to Face Bulgaria in order to address the country's forced prostitution and sex trafficking problems. Magdalena was already using her role model status to educate young girls in orphanages around the country about the traps used to engage young children as sex slaves.

On September 11, 2003, Face to Face Bulgaria held its first press conference to focus media and public attention on its work and that of its founder, Magdalena Valtchanova. Ms. Valtchanova, Walter Coddington, Executive Director of Face to Face International and Bulgarian TV presenter Ivet Dobromirova answered questions from the press.

In the case of sex trafficking, Ms. Valtchanova said, "Once a girl is forced to sell her body, it is almost impossible for her to receive help. She does not speak the language of the host country and has no friendly acquaintances. She usually doesn't even know where the Bulgarian embassy or consulate is located. I am particularly interested in helping orphans start a decent life by helping them find honest employment and an adequate education. I can help them, for example, distinguish between reliable recruiting companies and sex worker jobbers."



The press conference coincided with the International Center for Journalists' "Trafficking in Persons" workshop designed to improve media coverage of the issue in Bulgaria and Romania and sponsored by the U.S. Department of State Bureau of Educational and Cultural Affairs Office of Citizen Exchanges.

Over 20 reporters attended the press conference, representing major Bulgarian stations as well as BBC World. Following the press conference, reporters were invited to a discussion Magdalena Valtchanova had with students of the Asen Zlatarov orphanage on the topic of forced prostitution and sex trafficking. During the week following the press conference, Ms. Valtchanova visited two more orphanages, one in Blagoevgrad and one in Slatino. The visits were coordinated

with Rotary Club-Blagoevgrad and with the American University of Blagoevgrad (AUBG).

An important advisor to Face to Face Bulgaria is the Animus Association. Since 1994, Animus founders Maria Tchomarova and Nadejda Stoitcheva have worked for the intellectual, professional and spiritual development of women; to initiate a change in the Bulgarian family and society; to develop and implement projects and programs connected with support to women and children; to encourage gender-equality understanding in society; to improve the status of women; to mediate between different state institutions and non-governmental organizations; and to co-ordinate their efforts on the problems of violence against women.

## 34 Million Friends of UNFPA Music Video



Outraged by the decision of the United States Administration to defund UNFPA, Lois Abraham, a lawyer from New Mexico, and Jane Roberts, a retired French teacher from California, initiated the grassroots movement that came to be called *34 Million Friends of UNFPA*. Working from their homes, they sent e-mails to friends, clubs and associations urging people to donate one dollar or more to help bridge the gap in UNFPA funding. Their goal is to find 34 million friends to help UNFPA continue its work as the largest international provider of maternal health care and family planning.

Inspired by a poem of campaign co-founder Jane Roberts, Face to Face Director Robert Kapnek developed and produced a campaign theme song and music video featuring Odetta, the legendary folk and blues singer, whose career has spanned more than six decades. Recording and filming the 'anthem' lasted nearly 18 hours and employed the talents of award winning documentary filmmaker Monica Sharfmore and more than 50 musicians and singers, including the Children's Aid Choir, an African drumming ensemble and six top vocalists. View the *34 Million Friends of UNFPA* music video on the home page of [www.facetoface.org](http://www.facetoface.org)

## YouAct!

YouAct, the only European youth network on sexual and reproductive rights, was launched in Lisbon, Portugal, May 6, 2004. Its membership consists of young European activists aged 20 to 25 with a diverse background in sexual and reproductive health and rights such as peer education, lobbying, advocacy, outreach and research.

The objective of YouAct is to empower young people and to keep sexual and reproductive health and rights – particularly related to youth – on the national, European and international agenda.

In July 2004, UNFPA approved a grant to Face to Face to help with the expansion and capacity building of YouAct.

See the *YouAct Launch* video produced by Face to Face on the home page of [www.facetoface.org](http://www.facetoface.org)



## UNFPA Goodwill Ambassador Catarina Furtado



July 9-16, 2004, with the support of UNFPA and the Sao Tome Portuguese Embassy, UNFPA

Goodwill Ambassador Catarina Furtado and Portuguese Face to Face Campaign Partner APF have organized a study tour in Sao Tome and Principe to support the work of local ASPF with the first mobile sexual and reproductive health unit to this Lusophone country.

